Industry has suffered structural damage, he says

Agee expects auto recovery, but...

By Roger Rowand
Engineering Editor

DETROIT. — Bendix Corp. Chairman William M. Agee views the auto industry as a microcosm of all industry and says prospects for an auto turnaround are promising.

Speaking here to some 1,200 members of the Economic Club of Detroit, Agee said small but encouraging signs are seen from time to time. He cited success of a new model or an incentive program as examples.

"I do believe the automotive industry is on the slow road to recovery. We will see increased car production in 1983 when compared to 1982 and further improvement in 1984," Agee said.

But, he continued, "Indulging in such forecasts distracts us somewhat from the hard reality of what has happened already. For the fact is, the industry has suffered the structural damage we have feared for so long.

"The U. S. automotive industry will have serious difficulties in recovering to its former strength. The same unfortunate prospects are in store for many of the country's basic industries," the supplier firm executive said.

Among reasons are foreign competition, old plants and lagging productivity, he said. But he added another, more surprising reason:

"Some companies have gone along the route of vertical integration without the growth rate to support such a luxury.

"Vertical integration is appropriate only under the right circumstances — during periods of rapid growth and when it joins complementary manufacturing capabilities that lead to greater competitive advantages," he said.

• He worked into his remarks a plug for the supplier companies by saying:

"Many industries, including the automotive, do need to place greater reliance on a healthy supplier sector, whose special strengths are creativity, the agility to respond quickly to special needs and intense competition which produces a high level of efficiency."

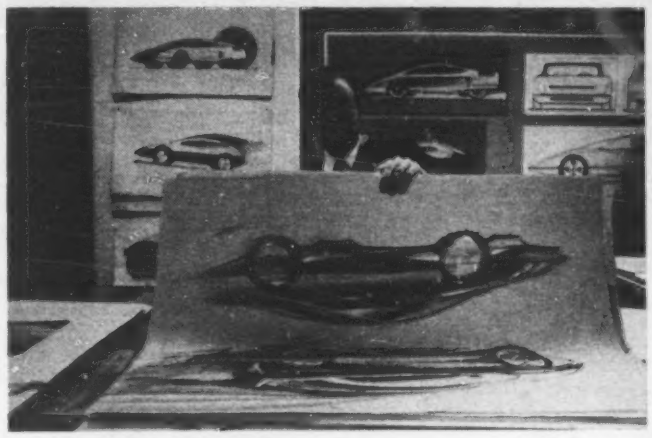
Agee had several suggestions for getting the U. S. back on a path to what he termed lasting economic stability.

He suggested building support for creation of a high-level commission to recommend programs for revitalizing mature industries. Such a commission would also redirect efforts toward more promising sectors of the economy such as high technology.

Agee also suggested expanded training of the unemployed, economic education of the public, tax incentives for new ventures and expanded exports.

"Above all, we need a change in attitude characterized by a new spirit of cooperation," he said.

"As terrible and awful as the recession is, it has created a new awareness of the common good. The separate interests of labor, industry and government are inextricably linked. This is the hard lesson of these hard times," Agee said.



Professionalism's fine eye

Preston Bruning, of the General Motors Design Staff, examines drawings made by students at the Center for Creative Studies/College of Art and Design in Detroit. Recently, five teams of three students each developed a design theme for a two-plus-two sports coupe or compact sedan using sketches, full-size tape renderings and foamcore mock-ups. Among those taking close looks at completed projects were top-echelon designers from Detroit-area auto makers and their suppliers. Bruning also teaches an introductory course in automotive design.

Olds to push six specials in early spring promotion

By Joseph Bohn
Marketing Editor

DETROIT. — Oldsmobile will run a special dealer/factory promotion from Feb. 28 to April 9, "The Great Olds Road Show Rally," promoting six special models.

The models are Firenza GT, 15th Anniversary Hurst Olds, Omega ES, Cutlass Ciera Holiday coupe, Cutlass Cierra ES and Cutlass Supreme.

James Mattox, general sales manager, anticipated 50,000 of the specially outfitted models would be sold, with 50 percent of the volume in the Cutlass Ciera ES and Holiday coupe models. Only 3,000 Hurst Oldsmobiles will be produced.

On the heels of a heady 10.1 percent market penetration in 1982, Oldsmobile officials projected a big sales increase — from just short of 800,000 units in calendar 1982 to 900,000 in 1983.

Olds' market penetration climbed to 10.9 percent for the first 10 days of January.

Officials acknowledged the decline in diesel demand, anticipating about 8-9 percent of their volume in diesel cars for 1983, down from 11 percent last year.

They had no timetable for when the V-8 diesel would be phased out, adding only it would be the same time as the phaseout of V-8 gasoline engines.

They said they were pretty content with their current product lineup. They felt no compelling need to push for a unique vehicle, such as the two-seater Pontiac is getting.

If Olds were to get a sporty model like Pontiac's, it would most likely be a 2 plus 2. Generally, officials said, their image is one of an intermediate and full-size producer, and they were not pushing for an entry below the Firenza.

There are no plans for a convertible "in the works," Mattox added.

Dealers' service volume up sharply for November

By Francis J. Gawronski
Service Editor

With all indicators registering impressive gains, new-car dealers' service and parts business in Novemer recorded its third biggest gain of 1982.

As measured by the Automotive News Service Index, shop volume in November amounted to 112.3 percent of the business posted in the same month of 1981.

November's showing in service and parts volume was the best since August when the Service Index was 113.8 percent of the volume the year before.

The biggest increase of the year was recorded in March when shop business amounted to 114.6 percent of the volume of March, 1981. In October, shop volume amounted to 103.2 percent of the year-earlier business.

November also marked the 21st consecutive month in which service and parts business bettered the volume achieved in the year-earlier month.

The leading indicator in November was the sale of all parts and accessories, up 19.7 percent, followed by shop parts sales (customer-paid and warranty), up 16.2 percent.

Total labor sales climbed 13.9 percent in November, while gross profit—the most important indicator from the dealer's viewpoint — increased 12.9 percent. Repair orders written jumped 6.1 percent in November.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealers.

For the first 11 months of 1982, dealers' shop volume amounted to 108.3 percent of the volume reported for the corresponding period of 1981. Volume for the first 10 months was 108.0 percent of the year-earlier figure.

The leading indicator for the January-November period was shop parts sales, up 12.2 percent, followed by sales of all parts and accessories, up 12 percent, and gross profit, up 10.3 percent.

Labor sales increased 8.7 percent for the year-to-date period, while repair orders written were down 4.1 percent.

SERVICE INDEX
112.3*

	Nov., '82 vs. Nov., '81	9 mos., '82 vs. 9 mos., '81
Gross Profit on All Labor and P&A Sales	+12.9%	+10.3%
Repair Orders Written	+ 6.1%	— 4.1%
Total Labor Sales (Customer & Warranty)	+13.9%	+ 8.7%
Shop Parts Sales (Customer & Warranty)	+16.2%	+12.2%
Sales of All Parts and P&A	+19.7%	+12.0%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1982, was 112.3 percent of business in Nov., 1981. Service business in the nine months of 1982 was 108.3 percent of business in the corresponding period in 1981.

Microdot offers $200 to employes to 'Buy American'

DETROIT. — Microdot, Inc., a Darien (Conn.)-based supplier of the auto industry, has started a national campaign to promote domestic car sales. The company coupled its push with what it perceived as strengthening auto sales.

Lawrence G. Blackmon, president, is offering $200 company bonuses to any of the firm's 4,000 employes who buy a domestic car or truck "in the next 90 days."

Blackmon also sent letters to 200-300 corporate leaders, urging similar incentive programs for their employes.

The company is a supplier of fasteners and fastener systems, oil seals and sealing devices and electronic sub-systems for auto, aerospace and industrial markets.

It has 32 plants in 11 states.

Ephlin takes Ford to task for letters to its suppliers

By Marjorie Sorge
Labor Editor

DETROIT. — In his first appearance before the Ford Motor Co. board of directors, UAW Vice President Donald Ephlin criticized the company for offering to give its suppliers long-term contracts if they could control labor costs and productivity.

Ephlin, who is also director of the union's Ford department, told the board Ford's action was "not appropriate." He said the company has the right to bargain price on purchases but not on the wages and productivity of its suppliers.

"I think the people in that plant should handle their own affairs," he said. "I think Ford officials here have their hands full handling labor relations at Ford."

Ford sent letters to its suppliers in November offering them the long-contract deal if they could maintain a constant labor cost and increase productivity.

In his address before the board, Ephlin also encouraged a permanent and expanded Employe Involvement (EI) program. He said Ford workers are pleased with the EI program. But, he said, more managers should be trained in EI at the shop level.

In addition, Ephlin challenged the board to limit outsourcing, keeping more jobs in-house. In the past year, Ford has announced the closing of both its Sheffield aluminum plant and San Jose assembly plant.

Ephlin's appearance before the Ford directors resulted from a provision in the labor agreement that was negotiated last year. It gives UAW officials the right to address the board twice a year.

• Meanwhile, Ephlin and Peter J. Pestillo, Ford labor relations vice president, and representatives of Ford's Rouge Steel operations spent last week in Japan exploring union-management relations in the steel industry.

Ford has been negotiating to sell Rouge Steel to Nippon Kokan (NKK) since last July.

While the Ford-UAW group visited NKK plants, both Ephlin and Pestillo said before leaving that they would not be making any effort to close the Ford/NKK deal.

"The whole purpose of our trip is to help facilitate the sale but we're not going over there to enter into negotiations," Ephlin said. "We want to get to know each other."

The UAW represents the 4,700 active and 500 laid-off workers at the Rouge Steel plant. According to Ephlin, there is a successor clause in the current contract which would make the UAW the representative even if NKK buys the facility.

He said he does not expect the Japanese company to ask the workers for any concessions, but if there are any changes negotiated they must be "quid pro quo."

While Pestillo said there is no date set for the sale of the Rouge Steel plant, he indicated that the modernization needed in that facility would make it difficult for Ford to continue its operation on its own.

He said the modernization program for the plant could be about $1 billion in capital expenditures. Ford is currently embarking on a $3 billion new-product program.

The Rouge Steel plant is currently operating at 50 to 60 percent of capacity and 30 percent of that output goes into the Ford system.

Safety council slates traffic records forum

CHICAGO.—The National Safety Council's Traffic Records Committee will sponsor its Ninth International Forum on Traffic Records Systems, July 18-21, 1983, with emphasis on microcomputers and advancements in the use of traffic records for urban applications.

In addition, current developments in enforcement, engineering, public health and motor vehicle administration will be discussed. The forum will be held at the Radisson St. Paul Hotel in St. Paul.

ATA to fight rails' entry into trucking

WASHINGTON. — Railroads have been given the green light by the Interstate Commerce Commission to go into the commercial trucking business, and the move has drawn the fire of the American Trucking Assns.

"We will challenge it (the ICC decision) by asking the ICC to reconsider its action, or go to the U. S. Court of Appeals," said Nelson Cooney, general counsel for ATA, national association for the trucking industry.

Trucking companies, he noted, have suffered heavy losses as a result of the recession and increasing competition from newly formed trucking ventures since the deregulation of the industry two years ago.

"The railroads are so big and control so much that they will be an enormous competitive factor," Cooney said. "At the rate they are moving, this could be a real free-for-all."

The ICC, in a report accompanying its decision, rejected trucking's contention that it would suffer competitively.

• "The relative economic positions of today's truck and rail industries, as well as the ability of motor carriage to compete successfully with other forms of transportation, undercuts the basic protective rationale for the 'special circumstances' doctrine," the ICC said.

The agency noted that the trucking industry today generates about 75 percent of total transportation revenues, and that the once-dominant railroad industry now accounts for only 36 percent of intercity ton-miles of freight.

"Earnings by the railroad industry are the lowest of any transportation mode and are insufficient to generate funds for necessary capital improvements," the ICC added. "Under these circumstances, the trucking industry should easily survive any new parries by the railroads."

For almost 50 years, the ICC has barred railroads from get-

Continued on Page 58, Col. 3

Trailers used to haul extra loads

Freihofer Baking Co., Troy, N. Y., uses trailers to haul extra loads, eliminating the need for a second truck and driver. The trailers, called Kurbmite, are manufactured by Grumman Olson, which also supplies Freihofer with Kurbmaster aluminum route vans.

Bakery tests trailer to cut delivery costs

TROY, N. Y. — In a move to reduce future capital expenditures and operating expenses, Freihofer Baking Co. is testing the use of light-weight aluminum trailers coupled to delivery vans when additional load space is required for seasonal trade, special events and other peak volume periods.

Previously, explained Ralph Stockmayer, Freihofer distribution manager, a second truck and driver were used whenever there was an increase in volume deliveries on certain routes.

Freihofer, based in Troy, bakes and delivers more than 200 items to thousands of outlets in the Northeast. The territory runs from Bath and Victor, N. Y., to Acton, Mass., and from Yonkers to Westport, Conn.

Included in the company's 500 vehicles are 360 delivery vans. For the test, three aluminum trailers, called Kurbmite, were acquired. They're manufactured by Grumman Olson, which also supplies Freihofer with Kurbmaster aluminum route vans.

Stockmayer said the decision to use trailers to haul extra loads was based on economic considerations.

"Given the dramatic increase in the cost of equipment, fuel and labor over the years, we started to discuss various alternatives for reducing overhead and operating costs," he said.

• Stockmayer and Frank Marshall, Freihofer general sales manager, came up with the concept of using trailers.

If trailers are eventually integrated into the operations, Stockmayer said, they could result in significant savings. The difference in price between a van and a trailer alone can run upwards of $10,000 if a fleet has to be increased, he added.

After analyzing the sales territories, it was decided that the trailers would be stationed at depots in Troy, New Paltz and Verona, three New York regions

Continued on Page 21, Col. 1

Bronco II wins feminine approval

Ford Motor Co.'s Women's Product Evaluation Panel has given its OK to the downsized Bronco II, scheduled for public introduction March 10. The panel is made up of female Ford employes from various job applications. The number of women as principal drivers of such vehicles has nearly tripled in six years, Ford said.

HD tallies down for 11 months and November

Heavy-truck registrations in the U. S. dropped almost 28 percent below year-earlier levels in November, and the 11-month total was a little more than 20 percent under that for the like period in 1981.

R. L. Polk & Co. reported 9,565 new-truck tallies during the month, off 27.9 percent from the previous year's 13,264 units. Through November, the count was 116,606, a decline of 20.7 percent from the year-earlier 147,005 units.

The totals for both Groups 7 and 8 trucks were down from 1981 for both the month and the January-November period.

In November, there were 3,738 Group 7 registrations, down 15.4 percent from the year-earlier 4,419. The Group 8 count was off 34.1 percent, from 8,845 units in 1981 to 5,827.

Through November, the Group 7 total was 50,268 units, a decline of 16.9 percent from the year-earlier 60,458. There were 66,338 Group 8 tallies, down 23.4 percent from the previous year's 86,547 units.

Ford continues to hold a slim lead over International in Groups 7 and 8 tallies. Through November, Ford had 27,511 and International had 26,305. However, Ford's share of industry total for the 11 months was 2.59 percentage points higher than the previous year, while International's was down 3.02 points.

truck industry news

215,220 tallies top October by 11.4 pct.

Registration gains continue in November

The upturn in new-truck registrations that occurred in October continued in November, further reflecting a light-truck recovery from a mild slump during the summer months of 1982.

During the month, according to R. L. Polk & Co. statistics, there were 215,220 registrations of trucks of all types, an increase of 27 percent over the year-earlier 169,423 units and 11.4 percent higher than October's 193,243.

The 11-month total was up 8.9 percent over the previous year, 2,184,378 versus 2,005,683. Light trucks were the only vehicles to show a gain during the period over the 1981 registrations.

In November, both light and medium tallies were higher than those in the same month in 1981. It also was the first month in 1982 in which registrations of medium trucks exceeded the year-earlier count.

During the month, there were 201,381 light-truck tallies, an increase of 32.1 percent over the year-earlier 152,411 units. Registrations were higher in all three light-truck weight classifications.

Medium-truck registrations for November totaled 4,274 units, up 14 percent over the previous year's 3,748. Again, the count was up in all three groups comprising this market segment.

Registrations of heavy trucks in November were down 27.9 percent to 9,565 units, compared with 13,264 in the same month in 1981. The totals were lower in both heavy weight classifications.

Through November, light-truck tallies were 12 percent higher than the previous year, with increases in all three weight groups. The 11-month count was 2,026,193, compared with 1,808,591 units in 1981.

Registrations were down for the January-November period for both medium and heavy trucks, with declines in all weight classifications.

Through November, there were 41,579 medium-truck tallies, down 14 percent from the year-earlier 50,087 units. Heavies were off 20.7 percent, from 147,005 units in 1981 to 116,606.

Chevrolet increased its lead over Ford by almost 7,000 units in November, bringing the 11-month total to 680,925 tallies. Ford, which has been No. 1 in truck registrations since 1977, had 656,365 registrations through November.

Chevrolet was one of only three truck nameplates with a higher share of total industry registrations than the previous year. Its 11-month penetration was up 1.53 percentage points, from 29.64 percent in 1981 to 31.17 percent.

The biggest increase in penetration was achieved by Dodge. Its share through November was 9.13 percent of the industry

Continued on Page 48, Col. 4

U. S. TRUCK REGISTRATIONS

11 MONTHS, 1982 VS. 1981★

	11mos., 1982	Percent Share of '82 market	11 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	680,925	31.17	594,461	29.64	+ 1.53
Ford	656,365	30.05	646,777	32.25	− 2.20
Dodge	199,504	9.13	150,693	7.51	+ 1.62
GMC	191,836	8.78	146,352	7.30	+ 1.48
Jeep	55,534	2.54	52,999	2.64	− 0.10
International	42,139	1.93	57,439	2.86	− 0.93
Mack	13,780	0.63	17,619	0.88	− 0.25
Plymouth*	9,367	0.43	13,742	0.68	− 0.25
Kenworth	6,692	0.31	9,583	0.48	− 0.17
Freightliner	6,447	0.29	8,159	0.41	− 0.12
Peterbilt	5,168	0.24	5,988	0.30	− 0.06
Mercedes-Benz	2,735	0.13	3,205	0.16	− 0.03
White	2,357	0.11	2,687	0.13	− 0.02
Volvo	649	0.03	1,514	0.08	− 0.05
Western Star	593	0.03	706	0.04	− 0.01
Autocar	547	0.02	1,046	0.05	− 0.03
Miscellaneous**	309,740	14.18	292,713	14.59	− 0.41
TOTALS	2,184,378	100.00	2,005,683	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Iowa, November, 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

11 MONTHS, 1982 VS. 1981★

	11 mos., 1982	Percent Share of '82 market	11 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	27,511	23.59	30,869	21.00	+ 2.59
International	26,305	22.56	37,609	25.58	− 3.02
GMC	19,182	16.45	20,132	13.70	+ 2.75
Mack	11,911	10.22	16,246	11.05	− 0.83
Chevrolet	7,001	6.00	9,569	6.51	− 0.51
Kenworth	6,692	5.74	9,583	6.52	− 0.78
Freightliner	6,447	5.53	8,159	5.55	− 0.02
Peterbilt	5,168	4.43	5,988	4.07	+ 0.36
White	2,357	2.02	2,687	1.83	+ 0.19
Mercedes-Benz	909	0.78	792	0.54	+ 0.24
Volvo	649	0.56	1,499	1.02	− 0.46
Western Star	593	0.51	706	0.48	+ 0.03
Autocar	547	0.47	1,046	0.71	− 0.24
Miscellaneous	1,334	1.14	2,120	1.44	− 0.30
TOTALS	116,606	100.00	147,005	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Iowa, November, 1981.

IMPORT REGISTRATION SHARES IN U. S.

	OCTOBER					TEN MONTHS				
	Regis., Oct., 1982	Percent Share of Market	Regis., Oct., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 10 Mos., 1982	Percent Share of Market	Regis., 10 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	41,329	21.19	35,830	19.64	+ 1.55	442,918	23.40	490,647	23.61	— 0.21
Nissan	38,419	19.69	37,441	20.53	— 0.84	379,702	20.06	383,797	18.47	+ 1.59
Honda	29,983	15.37	25,520	13.99	+ 1.38	306,552	16.20	315,304	15.17	+ 1.03
Mazda	14,954	7.66	13,067	7.16	+ 0.50	131,209	6.93	146,832	7.07	— 0.14
VW	13,175	6.75	19,323	10.59	— 3.84	124,726	6.59	198,094	9.53	— 2.94
Subaru	13,141	6.74	12,539	6.87	— 0.13	115,844	6.12	120,377	5.79	+ 0.33
Mercedes	5,592	2.87	4,507	2.47	+ 0.40	62,146	3.28	54,520	2.62	+ 0.66
Alliance	5,274	2.70	.....	.....	.....	53,024	2.80	48,724	2.34	+ 0.46
Volvo	4,734	2.43	5,184	2.84	— 0.41	41,616	2.20	.....	.....	.....
BMW	4,555	2.33	3,657	2.01	+ 0.32	37,549	1.99	40,158	1.93	+ 0.06
Audi	.....	.....	4,047	2.22	.....	.....	.....	36,025	1.74	.....
Others	23,939	12.27	21,295	11.68	+ 0.59	197,349	10.43	243,693	11.73	— 1.30
TOTAL	195,095		182,410			1,892,635		2,078,171		
Share of U. S. total		29.79		27.88	+ 1.91		29.99		28.79	+ 1.20

Registrations for Oklahoma not available.

Total is 195,095, up 6.95 pct. from '81

Import registrations hit Oct. peak

By Jenny L. King
Staff Writer

Registrations of new imported cars set a record for October and earned their fourth deepest market penetration of 1982, accerding to figures compiled by R. L. Polk & Co.

During the month, 195,095 new imports were officially registered in 49 states (figures are not available for Oklahoma), an increase of 6.95 percent over 182,410 a year earlier.

Market penetration climbed past the record set in 1981 to 29.79 percent from 27.88 percent. Imports' share was down from September, however, when it reached 31.62 percent, and down from the any-month wedge of 34.16 percent in August.

Import registrations for the first 10 months of 1982 totaled 1,892,635, down 8.93 percent from 2,078,171 a year earlier. Year-to-date penetration pushed ahead to 29.99 percent from 28.79 percent as the number of domestic cars continued to slide at a faster clip.

Among the major importers, Toyota, Honda, Mazda, Mercedes and BMW increased their shares of the market in October compared with 1981 segments. Toyota was up 1.55 percentage points, to 21.19 percent from 19.64 percent, reclaiming first place from arch-rival Nissan.

Honda was up 1.38 percentage points, to 15.37 percent from 13.99 percent. Mazda was up 0.50 percentage points, to 7.66 percent from 7.16 percent; Mercedes was up 0.40 percentage points, to 2.87 percent from 2.47 percent, and BMW was up 0.32 percentage points, to 2.33 percent from 2.01 percent.

• On the downside in October were Volkswagen, Nissan, Subaru and Volvo. VW was off a hefty 3.84 percentage points, to 6.75 from 10.59. Nissan was off 0.84 percentage points, Subaru was down 0.13 percentage points and Volvo was down 0.41 percentage points.

Audi slipped from the top-10 chart this year and Renault gained a spot in October, boosted by Alliance's performance in its first two months on the market.

The top 10 sold 87.73 percent of the October import total, down from 88.32 percent a year earlier.

On a year-to-date basis, six importers improved their positions compared with 1981. Nissan was up 1.59 percentage points; Honda was up 1.03 percentage points; Subaru was up 0.33 percentage points; Volvo was up 0.66 percentage points; Mercedes was up 0.46 percentage points, and Audi was up 0.06 percentage points.

Toyota was off 0.21 percentage points, Mazda was down 0.14 percentage points and Volkswagen was down 2.94 percentage points for the first 10 months.

The top 10 imports claimed 89.57 percent of the import total through October, up from 88.27 percent.

Japanese passenger cars comprised 75.95 percent of October's imports, up from 74.18 percent a year earlier. German products were a far-distant second, accounting for 14.69 percent this year compared with 17.98 percent in 1981.

Registrations by country of origin in October were:

	Oct., 1982	Oct., 1981
Japan	148,184	135,310
West Germany	28,656	32,798
France	9,570	4,197
Sweden	6,305	6,214
Italy	1,060	2,318
United Kingdom	1,014	1,024
Ireland	306	549

Registrations year-to-date for 10 months were:

	10 mos., 1982	10 mos., 1981
Japan	1,473,149	1,563,244
West Germany	267,984	361,627
Sweden	77,400	65,847
France	49,816	37,568
Italy	13,359	32,564
United Kingdom	8,111	16,086
Ireland	2,816	1,235

Registrations of imported trucks in October totaled 41,230, down 1.59 percent from 41,896. Registrations were as follows:

	Oct., 1982	Oct., 1981
Toyota	15,204	12,423
Nissan	10,696	10,320
Mazda	3,495	.....
Dodge Ram 50	3,287	.....
Ford Courier	.....	5,036
Chevrolet LUV	.....	4,402
Others	8,548	9,715
TOTAL	41,230	41,896

The truck import total for the first 10 months of 1982 was 353,719, down 14.17 percent from 412,110. Registrations by manufacturer included:

	10 mos., 1982	10 mos., 1981
Toyota	121,185	109,678
Nissan	79,704	94,304
Mazda	30,553	.....
Dodge Ram 50	26,524	.....
Chevrolet LUV	.....	57,085
Ford Courier	.....	53,667
Others	95,753	97,376
TOTAL	353,719	412,110

TOP CARS

U. S. registrations for the first ten months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position
1—	994,720	Chevrolet	1,238,641— 1
2—	727,945	Ford	840,175— 2
3—	624,735	Oldsmobile	708,141— 3
4—	573,042	Buick	607,286— 4
5—	442,918	Toyota	490,647— 5
6—	379,702	Nissan	383,797— 7
7—	372,973	Pontiac	474,784— 6
8—	306,552	Honda	315,304— 8
9—	258,920	Mercury	290,131—10
10—	200,653	Dodge	266,285—11
11—	199,643	Plymouth	291,661— 9
12—	188,063	Cadillac	182,835—13
13—	137,639	Chrysler	73,957—17
14—	131,209	Mazda	146,832—14
15—	124,726	VW	198,094—12
16—	115,844	Subaru	120,377—15
17—	71,183	AMC	114,570—16
18—	66,916	Lincoln	49,926—19
19—	62,146	Volvo	54,520—18
20—	53,024	Mercedes	48,724—20
21—	41,616	BMW	....
22—	37,549	Audi	40,158—21
	.....	Colt	36,025—22
	197,349	Other Imports	243,693
	2,183	Misc. Dom.	2,876
	6,311,250	TOTAL	7,218,659

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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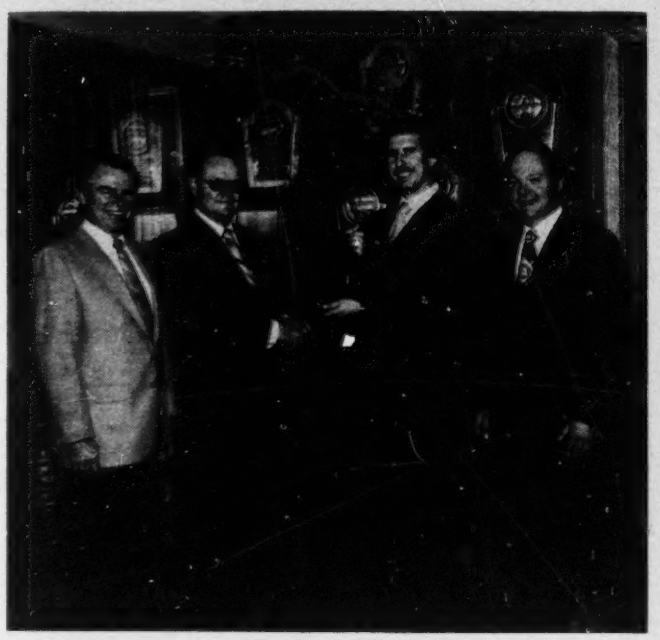
Where Auto Market was in 1982

	Total Sales	Pct. of Total
SUBCOMPACT	1,328,011	16.65
COMPACT	1,397,142	17.51
INTERMEDIATE	1,518,034	19.03
STANDARD	1,067,997	13.39
LUXURY	445,476	5.58
IMPORT	2,220,910	27.84
TOTAL	7,977,570	100.00

U. S. CAR SALES BY MARKETING UNITS

	Dec., 1982	Dec., 1981	Total 1982	Total 1981
Chevrolet	87,556	74,689	1,260,620	1,442,281
Ford	76,365	50,346	995,490	1,010,076
Oldsmobile	55,939	49,641	799,585	848,739
Buick	50,770	48,007	723,011	722,617
Toyota	46,147	41,773	530,246	576,491
Pontiac	38,788	25,733	483,149	552,394
Nissan	39,779	33,059	470,246	464,805
Plymouth	23,509	23,452	301,825	381,052
Honda	28,086	27,082	365,865	370,705
Dodge	29,093	23,421	313,135	361,243
Mercury	25,439	17,315	327,142	339,550
VW of America	17,428	22,147	218,879	306,676
Cadillac	23,675	20,600	249,295	230,665
AMC-Renault	15,788	9,778	149,973	167,551
Mazda	13,285	10,295	163,150	166,105
Subaru	11,594	11,207	150,335	152,062
Chrysler/Imperial	15,426	9,461	178,970	98,518
Volvo	3,401	3,080	72,374	64,477
Lincoln	8,774	4,375	93,068	63,830
Mercedes-Benz	7,399	6,416	65,963	63,059
BMW	6,215	4,225	52,393	41,761
Fiat	697	1,274	15,287	33,253
Jaguar Rover Triumph	1,219	519	10,349	18,956
Isuzu	1,359	1,203	15,462	17,805
Peugeot	1,219	1,219	14,323	16,937
Saab	1,425	1,287	18,463	14,613
Mitsubishi	1,260	.....	3,950	.....
DeLorean	.....	644	2,830	3,009
Alfa Romeo	240	268	2,194	2,301
TOTAL	631,875	522,799	7,977,570	8,531,514

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.



Olds honors Johnson

Howard B. Johnson, dealer-operator of E. O. Johnson Motor Co., Aberdeen, S. D., received his 10th consecutive Citation Service Merit Award from Oldsmobile. From left are Noel C. Kruger, Olds zone manager; Johnson; Jack H. Brinks, Olds district service manager, and James Pesterfield, Olds zone service manager.

Hoglund sees California pacing Pontiac sales gains

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Citing a resurgence in Pontiac's California sales as evidence that the division's new marketing plans are on target, William E. Hoglund, Pontiac general manager, predicted sales would continue to improve through the first quarter of 1983.

"California has always been a key barometer for us and we have seen a marked upswing in sales here since the beginning of the '83 model year," he said at a news conference held in conjunction with the Los Angeles Auto Show.

Hoglund reported that sales in the Los Angeles zone were continuing well ahead of the national sales resurgence for the auto maker, with December sales up 76 percent locally, compared with 50 percent nationally.

For the first three months of the '83 model year, local sales increased 42 percent, compared with the 21 percent gain nationally. Pontiac has embarked on a program to attract more youthful buyers.

Hoglund attributed the sales increase in part to attractive financing offered by GMAC.

"December saw significant numbers of new car buyers back in the market taking advantage of the excellent product availability and the 10.9-percent financing rate," he said.

• "Building on the last three months' increases and with our new 11.9-percent GMAC financing on 1983 as well as 1982 models, we are optimistic that the current sales momentum, which is being paced by the California market, will definitely continue.

"Leading indicators are showing that as consumer confidence moves up, interest rates and inflation are continuing to go down, which are positive signs for sustaining the sales recovery into 1983," he said.

Hoglund is optimistic that the momentum will continue in the spring selling cycle even after the subsidized finance rates expire. When asked if the banks will follow the manufacturers in lowering their lending rates on cars, Hoglund said that retail financing rates are slower on the down size and that it may take some time for them to drop further.

On the possibility of price increases sometime during 1983, Hoglund said that the market is "very price sensitive" right down and that even a one-percent increase could be disastrous.

Mercedes outlet

BRIDGEPORT, Conn. — Euro Motors, Ltd. (Mercedes - Benz), has opened a new sales and service facility here.

BEST AVAILABLE COPY

More than seven million Ladas have been built.

Delay for new Lada

Soviets put project on back burner

By Richard Feast
European Editor

It seems unlikely that the Soviet Union's long-awaited front-wheel-drive Lada will appear in the west before 1986.

Details of the car—designated the 2108—first emerged in late 1979, when a 1983 introduction date was discussed. Latest reports, however, suggest that after various delays the Russians will be unable to start producing the car until the next five-year plan begins in 1986.

Under the present five-year plan the Soviet auto industry's financial resources were stretched to meet targets established for the Kamaz heavy truck plant on the Kama River.

This proved very demanding in terms of finance, manpower, resources and raw materials. The Russians decided to go it alone at Kamaz in the early 1970s when political pressures prevented western truck manufacturers from participating. Ford and Mack in the U. S. and Daimler-Benz and Fiat in Europe, among others, were involved in early discussions.

The result is the new Lada project is on the back burner, although development work by Porsche's contract engineering department in West Germany is well along.

Meanwhile, the VAZ factory at Togliatti continues to manufacture the original Lada, a derivative of the Fiat 124 sedan; even when the first model came off the production line in 1970 it was considered an outdated design.

Togliatti has produced more than seven million cars since then. Peak production was around 750,000 in 1980. Output in 1981 was 715,000.

The factory has the size to build twice that number, and western observers believe the necessary investment for capacity expansion will coincide with introduction of the 2108. Observers believe that's the earliest Satra Industrial Corp., a division of Satra Corp. of New York, will exercise its option to begin importing Ladas into the U. S.

Meanwhile, Satra has suffered another setback. Last October it lost the Lada concession it had in West Germany, largest national market in Europe. The Hamburg-based concern is now in the hands of the Soviet trading organization Avtoexport, which also controls or jointly controls Lada concessions in Belgium, Sweden, Norway and Finland.

Satra still retains the UK deal for Ladas; it sold 17,000 units there last year. The only market to take more was France where Poch SA sold 20,000.

The UK and French markets have always been high volume areas for Lada sales, but Lada's market share is highest in Finland at over nine percent.

Total Lada sales in Western Europe in 1981—the latest year for which full figures are available—were 88,300, about 1.3 percent of the market available to them.

In addition some 150,000 Ladas were sold to Russia's Eastern block allies, and around 15,000 in the rest of the world. That left around two-thirds of production for sale on the Soviet domestic market.

• Here is the unusual numbering system the factory uses for various Lada models: 2101 — 1200 sedan, 1970; 2102 — 1200, 1971; 2103 — 1500 sedan, 1974; 2104 — not allocated to a production vehicle; 21011 — 1300 sedan, 1976; 21026 — 1500 wagon, 1976; 2106 — 1600 sedan, 1977; 2105 — revised 1300 sedan, 1981; 2107 — larger engine, more luxurious versions of 2105 to be launched in 1984; 2108 — front-drive hatchback, expected 1985; 2109 — sedan version of 2108, expected 1986.

Where Ladas sell in the West

	1980 units	Market share	1981 units	Market share
Austria	2,555	1.1	2,596	1.3
Belgium	11,840	2.9	13,317	3.8
Denmark	3,196	4.3	4,386	6.1
Finland	9,409	9.1	10,015	9.5
France	13,069	0.7	19,744	1.1
Greece	1,210	2.9	1,707	3.6
Holland	5,555	1.2	6,662	1.7
Italy	1,747	0.1	447	0.1
Norway	2,300	2.4	3,677	3.5
Sweden	3,005	1.6	2,671	1.6
Switzerland	1,408	1.5	1,020	0.3
United Kingdom	13,043	0.9	15,508	1.1
West Germany	5,982	0.2	6,544	0.3
Total	74,319	1.1	88,294	1.3

Bleak outlook for European truck sales

Too much capacity, too many competitors

Truck sales in Europe during 1982 slumped to their lowest level in 22 years, according to DRI Europe's latest *European Truck Forecasts*.

With exports from Europe declining as OPEC markets weaken, the short term outlook for the industry remains bleak this year.

The industry has too much production capacity and too many manufacturers for current market conditions. Adjustments will be made, hastened by the current strain on industry finances, the report predicts.

DRI believes truck sales will improve this year but recovery from the recession will prove much slower than from the last one. Demand will remain depressed after that, and industrial production will not surpass its previous peak until 1985, DRI says.

DRI expects only four of 15 European manufacturers will report a profit for 1982 truck-making operations. They are Daimler-Benz, Volvo, Scania and MAN, with Daf making small profits largely through non-automotive business. Two makers, IVECO and Renault Industrial Vehicles, are expected to post heavy losses.

Poor results from South American subsidiaries, high costs from attempted expansion in the U. S. and reduced export earnings will depress results from industry leaders, according to the report.

Present depressed truck prices, resulting from too many sellers chasing too few buyers, pose a serious short term problem, with heavy discounting in the European market contributing to the overall lack of profitability.

Vehicle prices, along with average capacity utilization, will not begin to rise until 1984, the report says.

Demand for medium and heavy commercial vehicles in the eight major European countries covered by the report will rise by eight percent this year to 219,000, with light trucks falling by nine percent to 762,000, DRI says.

It's predicted that over the longer term (1987) heavy truck registrations will expand by 16 percent to 255,000, still less than in peak years 1979-80. Similarly, light commercial demand will improve by 11 percent in 1987 (848,000), but will still be short of the 1979-80 levels.

VW builds pickup in Yugoslavia

The Volkswagen Pickup, designed in the U. S., has been modified for production in Yugoslavia. The new VW is called the Caddy there, and will be sold in many European countries. Engine options are 1.6-liter gasoline or diesel plant. Soft and hard cab covers are options.

Lotus

Continued from Page 35

maintains that development work is not being held up by lack of working capital.

The Lotus factory has never produced that kind of volume, and to do so will need considerable additional capital and a bigger payroll. At present it employs 450, with extra labor required the first quarter of this year.

Even conservative estimates indicate Lotus will need some $5 million for capital equipment to get production lines rolling in 1984-85.

The new coupe, a Porsche 924 challenger, will use many key components from Toyota mass production cars including engine, driveline and brakes. Kirwin-Taylor describes it as "the most fascinating bit of Chapman I've seen."

Lotus undoubtedly is up to the job from an engineering standpoint. The real key to the company's future, however, lies with the bankers.

Lotus talks of selling 315 Esprit Turbos in the U.S. this year.

The factory in England will reach higher production volumes than ever before if Lotus can come up with capital requirements.

Cobra output continues in United Kingdom

For those who missed the Shelby Cobra, a nearly identical car has been resurrected for production in England and offered for sale in the U. S.

The A.C. Cobra is built from the original tooling, with body panels still hand-formed of 16-gauge aluminum over the original bucks. Frame and suspension follow the original design. — as do just about every component except the engine. Slight modifications have also been made to make bumpers comply with DOT specifications.

The engine is a 351-CID Ford V-8 installed in the U. S. The rest of the car is built by C. P. Autokraft in England.

Class Motors, with facilities in Beverly Hills, Calif. and in Chicago, has sole U. S. distribution rights. The A.C. Cobra is priced at $62,500.

BEST AVAILABLE COPY

European car sales heading upward

General Motors and Renault are major winners

New car sales in Europe for 1982 were heading for a small increase over the previous year, latest statistics from industry sources indicate. If that happens, it will mark a much-needed upturn after years of steady decline from the 1979 peak of 10.33 million units.

Sales in the first 10 months of 1982 were 8,392,700 in Western Europe, a half percentage point above the same period a year earlier.

The unofficial statistics are marked by some wide variations in sales trends nationally and by individual manufacturers. The only real winners among the volume producers are General Motors (Opel and Vauxhall) and Renault.

While being an auto dealer in France last year was a comfortable existence, it was doom and gloom across the Rhine in West Germany. The two countries, the largest national markets in Europe, recorded completely opposite sales trends.

The French market climbed 145,700 units in the first 10 months of 1982 to over 1.65 million, with a possibility of topping 2 million annually for the first time.

In Germany at one stage it looked as if full-year sales could fall to as low as 2 million for the first time in years. At the end of October they totaled 1.81 million, down 151,800 from a year earlier.

The second half of 1982 brought a change in the other two major markets, Italy and the UK. After some surprisingly good years, Italy's sales began to taper off. At the end of October they were 59,300 below the previous year at 1.44 million.

In the UK a change in credit regulations resulted in a 10-month total of 1.37 million, up 50,400 from the year-earlier period.

New-car sales in Europe

	10 Mos., 1982 (units)	Change From '81 (%)
Austria	171,100	− 0.4
Belgium/Lux.	327,300	− 1.1
Denmark	76,200	+19.4
Finland	109,700	+18.1
France	1,651,500	+ 9.7
Holland	364,600	+ 2.6
Ireland	68,400	−32.3
Italy	1,436,700	− 4.0
Norway	99,700	+12.0
Portugal	61,100	+ 8.3
Spain	415,000	+ 4.9
Sweden	173,900	+13.9
Switzerland	251,730	+ 0.2
United Kingdom	1,372,800	+ 3.8
West Germany	1,813,000	− 7.7
Total	8,392,700	+ 0.5

New car sales winners and losers (market shares)

	10 mos., 1982	10 mos., 1981
BL	3.7	3.8
Daimler-Benz	3.2	3.3
Fiat Auto	12.6	12.8
Ford	12.4	12.4
General Motors	9.7	8.3
Japanese (all)	9.1	9.6
Peugeot SA	12.1	13.0
Renault	14.3	13.8
VAG	12.0	12.5
Total sales (units)	8,393,000	8,349,000

There were gains in all four Nordic countries—Sweden, Finland, Norway and Denmark. Combined sales rose by more than 15 percent to 459,500. There also was a long overdue increase in Spain to 415,000.

The two main Alpine countries, Austria and Switzerland, showed sales stability. A major sales fall in the Republic of Ireland resulted from a sales tax increase.

Renault remained Europe's leading auto retailer in 1982. Bolstered by a bouyant domestic market, it increased its European share a half percent to 14.3 percent. But this was small compared to GM's substantial improvement from 8.3 percent in the first 10 months of 1981 to 9.7 percent in the same period last year; it was achieved on the strength of the new J-car (Ascona/Cavalier) and introduction of modern high-speed diesel engines.

Introduction of Opel Corsa (S-car) late in 1982 is expected to lift GM fortunes further this year.

Ford maintained its 12.4 percent market share, but the recent introduction of the Sierra is expected to increase its sales in a market where it was weak in mainland Europe. Few expect Sierra to improve Ford's standing in the segment in the UK where Cortina, its predecessor, was a best seller.

All other volume makers lost share, most notably France's Peugeot group and Volkswagen-Audi of West Germany.

World auto industry set for recovery

DRI spells out reasons for confidence

The world automobile industry stumbled in 1982 but will pick itself up this year and next year, according to the latest report from DRI Europe.

The main reasons behind the confidence in a market recovery are:

• Deferred demand. Car populations of the world have aged significantly since 1979 and their replacement will produce a boost in new car demand, particularly in North America.

• Increased prosperity. The continued rise in real incomes of those working will grow, since inflation rates are forecast to remain low in 1983-84.

• Stable energy prices. Although energy prices may gradually rise as world economic activity recovers, DRI does not foresee a sudden spiral in prices of any supply shortage.

The DRI report, titled *World Automobile Industry to 1986*, says last year was another poor one for the industry, with the anticipated recovery pushed back to the first half of this year.

It identifies exceptions in Europe where auto industries of West Germany, Spain and Sweden showed gains over 1981. The situation in North America is described as "desperately bad." In Japan, rising domestic sales failed to compensate for a severe drop in exports.

DRI attributes the scattered signs of optimism in Europe to gains in market share achieved by a few producers rather than to any firm recovery in the markets as a whole.

The revival in West German car production was entirely due to exports, as companies took advantage of the better car markets in France and elsewhere. Swedish producers gained share, notably in the U. S.

DRI warns that while car markets in Europe, Japan and North America are forecast to increase in 1983-84, car production will grow at a lower rate.

While expecting growth over the medium term, DRI does not anticipate improvement in the industry's poor financial situation. It cites five main causes:

• The scale of the financial problem. This is vast and still growing. In Europe alone, DRI believes, the difference in industry's ability to generate cash and its cash requirement will approximate $4.8 billion annually.

• Fundamental marketing changes. The sector of the market which normally generates most profit will be the focus of very severe competition over the next five years. Volume producers are moving into specialist territory. In response, the specialists, notably Daimler-Benz, have developed cars to compete directly against volume products.

• Increased investments. As the industry becomes more competitive, additional and expensive product changes will be required. The search for greater fuel efficiency will lead companies into substantial expenditures on engine and aerodynamic developments, new construction and assembly techniques.

• European overcapacity. This will be aggravated by the increase in capital intensity. Variable costs will be lower, creating incentives to boost production to levels which cannot be justified in terms of overall industry profitability.

• External financing. The industry's cash shortfall will force it into greater reliance on external financing. So far those providing financing have not attempted to influence the structure and organization of the borrowing companies because a market recovery was expected to solve the fundamental financial problems of the industry.

"This optimism will prove to be misplaced," says DRI.

New car sales

	1982	1983	1986
Europe	9.71	10.32	11.24
France	1.99	2.08	2.01
Italy	1.67	1.60	1.72
UK	1.50	1.63	1.66
West Germany	2.09	2.32	2.71
Japan	2.92	3.18	3.21
United States	7.78	8.88	10.61
Car production			
Europe	10.04	10.43	11.40
France	2.59	2.61	2.72
Italy	1.39	1.42	1.59
UK	0.89	0.87	0.90
West Germany	3.71	3.82	4.19
Japan	6.47	7.02	7.74
North America	5.82	7.22	8.64

(In millions) Source: DRI Europe

Long live the automobile

How long cars last in Sweden

	1965	1971	1976	1981
Audi/DKW	8.3	9.9	11.6	12.5
BL	8.6	10.2	11.3	13.1
BMW	9.1	10.5	12.7	14.7
Citroen	7.8	10.2	12.7	12.7
Fiat	8.3	10.6	11.0	11.9
Ford	8.4	11.2	12.3	13.6
Mercedes-Benz	10.2	12.4	14.8	16.8
Opel	8.8	11.4	12.6	14.4
Peugeot	8.6	11.8	11.8	11.8
Renault	6.9	10.3	11.9	12.6
Saab	9.0	11.6	12.0	14.5
Talbot/Simca	7.3	9.9	11.1	11.5
Volkswagen	10.6	13.2	13.8	15.5
Volvo	10.7	14.2	16.7	19.3
Average	9.4	12.4	13.4	15.4

Source: Swedish Motor Vehicle Inspection Authority.

Sweden's annual analysis of automobile life expectancy indicates cars are lasting much longer than they did in the mid-1960s. Back then the average life of a car was 9.4 years. The latest survey indicates an average of 15.4 years.

The survey is conducted by the Swedish Motor Vehicle Inspection Authority which is responsible for 12-month checks on all vehicles registered for use in the country. It is based on the average age at which 50 percent of a given car make are scrapped.

PRODUCTION OVERSEAS

FRANCE

Cars

	11 mos., 1982	11 mos., 1981
Peugeot SA	1,175,946	1,191,563
Citroen	476,960	486,319
Peugeot	494,780	514,666
Talbot	204,206	190,578
Renault	1,333,836	1,167,705
Total	2,509,782	2,359,268
Trucks, buses		
CBM	96	85
Peugeot SA	124,699	152,771
Citroen	27,352	41,343
Peugeot	84,145	97,490
Talbot	13,202	13,938
Renault	207,940	208,215
Sovam	96	116
Unic	4,756	7,829
Total	337,581	369,016
Total vehicles	2,847,369	2,728,284

JAPAN

Cars

	10 mos., 1982	10 mos., 1981
Daihatsu	105,411	125,292
Fuji	164,006	155,687
Honda	708,661	697,161
Isuzu	98,749	110,439
Mitsubishi	486,540	514,392
Nissan	1,510,406	1,542,605
Suzuki	89,706	79,877
Toyo Kogyo	685,965	699,951
Toyota	1,884,947	1,874,219
Total	5,734,391	5,799,623
Trucks, buses		
Daihatsu	277,708	276,595
Fuji	251,880	227,021
Hino	52,989	58,037
Honda	129,558	131,204
Isuzu	254,815	278,889
Mitsubishi	323,103	398,529
Nissan	502,361	605,305
Nissan Diesel	31,220	37,837
Suzuki	408,641	401,739
Toyo Kogyo	242,108	285,787
Toyota	749,519	836,671
Others	732	517
Total	3,224,634	3,525,131
Total vehicles	8,959,025	9,324,754

UNITED KINGDOM

Cars

	9 mos., 1982	9 mos., 1981
BL	309,255	328,353
Austin Rover	284,312	310,550
Jaguar	15,152	10,177
Range Rover	9,791	7,626
Carbodies	1,129	.....
DeLorean	1,333	3,426
Ford	231,513	243,882
Lotus	443	243
Reliant	62	73
Rolls-Royce	1,973	2,217
Talbot	36,207	89,418
TVR	91	129
Vauxhall	78,792	48,267
Others	419	431
Total	661,217	716,439
Trucks, buses		
Bedford	38,804	35,318
BL	63,558	62,066
Austin Rover	23,237	18,940
Land Rover	29,532	31,187
Leyland vehicles	10,789	11,939
ERF	1,353	N/A
Foden	561	416
Ford	85,984	58,811
Hestair Dennis	573	628
Karrier (Dodge)	4,871	6,100
Metro Cammell Weymann	241	493
Reliant	3	.....
Seddon Atkinson	1,312	1,045
Others	453	559
Total	197,713	165,436
Total vehicles	858,930	881,875

PORTUGAL

Cars

	9 mos., 1982	9 mos., 1981
BL	1,704	1,713
BMW	384	225
Datsun	.....	920
Fiat	6,860	6,757
Ford	3,370	2,543
General Motors	3,219	3,395
Honda	.....	220
Peugeot SA	7,029	8,146
Renault	22,926	18,758
Total	45,977	43,585

REGISTRATIONS OVERSEAS

AUSTRIA

Cars

	11 mos., 1982	11 mos., 1981
Alfa Romeo	2,488	2,038
BL	611	902
BMW	6,789	6,669
Daihatsu	323	345
Datsun	11,852	10,773
Fiat Auto	11,484	11,708
Ford	15,796	16,924
General Motors	26,558	22,028
Honda	2,904	1,794
Lada	1,959	2,561
Mazda	17,947	16,962
Mercedes-Benz	4,654	5,166
Mitsubishi	3,691	5,037
Peugeot SA	13,543	16,389
Porsche	393	423
Renault	11,208	9,326
Saab	460	644
Skoda	342	410
Subaru	2,865	2,992
Suzuki	780	1,309
Toyota	6,867	8,154
VAG	38,162	39,694
Volvo	2,878	3,262
Others	122	194
Total	148,247	185,705

JAPAN

Cars

	10 mos., 1982	10 mos., 1981
Daihatsu	63,247	66,143
Fuji	60,526	53,522
Honda	186,025	138,072
Isuzu	48,245	55,302
Mitsubishi	189,525	196,775
Nissan	670,966	667,446
Suzuki	65,559	52,672
Toyo Kogyo	204,761	182,513
Toyota	958,796	903,992
Imports	29,363	32,518
Total	2,477,013	1,348,955
Trucks, buses		
Daihatsu	215,744	197,954
Fuji	155,499	124,954
Hino	31,318	33,894
Honda	120,194	118,582
Isuzu	105,246	107,894
Mitsubishi	234,867	239,086
Nissan	242,183	284,605
Nissan Diesel	15,655	17,895
Suzuki	305,841	303,615
Toyo Kogyo	125,264	141,091
Toyota	295,347	338,913
Imports	1	.....
Total	1,147,189	1,901,829
Total vehicles	4,224,202	4,250,784

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

11 MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Nov. '82	.....	.....	.....	.....	.....	.....	.....	42	42
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	48	48
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	547	547
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,046	1,046
BROCKWAY	Nov. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	Nov. '82	33,865	26,662	1,621	.....	22	437	425	31	63,063
	Nov. '81	27,321	20,872	1,093	.....	38	498	559	138	50,519
	Year to Date '82	369,907	281,798	17,085	.....	338	4,796	6,388	613	680,925
	Year to Date '81	320,780	245,043	10,748	.....	695	7,626	8,448	1,121	594,461
(Memo Units) #	Nov. '82	23,103	9,059	.....	.....	.....	.....	.....	.....	32,162
	Nov. '81	7,306	6,749	.....	.....	.....	.....	.....	.....	14,055
	Year to Date '82	217,907	95,924	.....	.....	.....	.....	.....	.....	313,831
	Year to Date '81	119,274	76,736	.....	.....	.....	.....	.....	.....	196,010
DODGE	Nov. '82	10,798	5,707	.....	.....	.....	.....	.....	.....	16,505
	Nov. '81	8,582	5,238	8	.....	.....	.....	.....	.....	13,828
	Year to Date '82	131,547	67,937	20	.....	.....	.....	.....	.....	199,504
	Year to Date '81	87,286	62,994	410	3	.....	.....	.....	.....	150,693
(Memo Units) #	Nov. '82	7,257	4,101	.....	.....	.....	.....	.....	.....	11,358
	Nov. '81	4,094	3,607	.....	.....	.....	.....	.....	.....	7,701
	Year to Date '82	82,250	48,042	.....	.....	.....	.....	.....	.....	130,292
	Year to Date '81	50,248	37,130	26	.....	.....	.....	.....	.....	87,404
FORD	Nov. '82	20,450	38,278	.....	.....	.....	1,348	1,592	797	62,465
	Nov. '81	14,894	31,927	.....	.....	.....	1,021	1,667	999	50,508
	Year to Date '82	225,878	391,095	.....	.....	.....	11,881	19,181	8,330	656,365
	Year to Date '81	215,434	386,868	.....	.....	.....	13,606	22,481	8,388	646,777
(Memo Units) #	Nov. '82	12,389	14,641	.....	.....	.....	.....	.....	.....	27,030
	Nov. '81	6,295	11,534	.....	.....	.....	.....	.....	.....	17,829
	Year to Date '82	129,531	148,993	.....	.....	.....	.....	.....	.....	278,524
	Year to Date '81	78,071	128,298	.....	.....	.....	.....	.....	.....	206,369
FREIGHTLINER	Nov. '82	.....	.....	.....	.....	.....	.....	.....	648	648
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	848	848
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,447	6,447
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	8,159	8,159
GMC	Nov. '82	9,179	8,311	49	.....	33	327	559	439	18,897
	Nov. '81	4,702	5,878	34	.....	98	431	784	1,132	13,059
	Year to Date '82	79,950	86,829	859	.....	953	4,063	11,789	7,393	191,836
	Year to Date '81	52,975	66,337	464	.....	1,001	5,443	10,038	10,094	146,352
(Memo Units) #	Nov. '82	4,515	2,459	.....	.....	.....	.....	.....	.....	6,974
	Nov. '81	485	1,852	.....	.....	.....	.....	.....	.....	2,337
	Year to Date '82	38,969	25,811	.....	.....	.....	.....	.....	.....	64,780
	Year to Date '81	7,710	19,593	.....	.....	.....	.....	.....	.....	27,303
INTERNATIONAL	Nov. '82	.....	.....	.....	.....	.....	1,804	898	1,464	4,166
	Nov. '81	.....	77	.....	.....	.....	1,314	1,207	1,961	4,559
	Year to Date '82	.....	.....	.....	.....	.....	15,834	10,791	15,514	42,139
	Year to Date '81	.....	2,203	.....	.....	.....	17,627	16,859	20,750	57,439
(Memo Units) #	Nov. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	Nov. '82	3,188	2,694	.....	.....	.....	.....	.....	.....	5,882
	Nov. '81	2,986	2,127	.....	.....	.....	.....	.....	.....	5,113
	Year to Date '82	33,176	22,358	.....	.....	.....	.....	.....	.....	55,534
	Year to Date '81	33,310	19,689	.....	.....	.....	.....	.....	.....	52,999
(Memo Units) #	Nov. '82	3,188	2,280	.....	.....	.....	.....	.....	.....	5,468
	Nov. '81	2,986	1,624	.....	.....	.....	.....	.....	.....	4,610
	Year to Date '82	33,176	17,381	.....	.....	.....	.....	.....	.....	50,557
	Year to Date '81	33,310	14,456	.....	.....	.....	.....	.....	.....	47,766
KENWORTH	Nov. '82	.....	.....	.....	.....	.....	.....	.....	606	606
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	797	797
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,892	6,892
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	9,583	9,583
MACK	Nov. '82	.....	.....	.....	.....	.....	144	103	891	1,138
	Nov. '81	.....	.....	.....	.....	.....	127	46	1,619	1,792
	Year to Date '82	.....	.....	.....	.....	.....	1,869	613	11,298	13,780
	Year to Date '81	.....	.....	.....	.....	.....	1,373	330	15,916	17,619
MERCEDES-BENZ	Nov. '82	.....	.....	.....	.....	.....	158	82	.....	240
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	.....	258
	Year to Date '82	.....	.....	.....	.....	.....	1,826	909	.....	2,735
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	3,205
PETERBILT	Nov. '82	.....	.....	.....	.....	.....	.....	.....	565	565
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	738	738
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,188	5,188
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,988	5,988
PLYMOUTH	Nov. '82	383	362	.....	.....	.....	.....	.....	.....	745
	Nov. '81	712	346	.....	.....	.....	.....	.....	.....	1,058
	Year to Date '82	5,785	3,602	.....	.....	.....	.....	.....	.....	9,367
	Year to Date '81	10,062	3,680	.....	.....	.....	.....	.....	.....	13,742
VOLVO	Nov. '82	.....	.....	.....	.....	.....	.....	64	27	91
	Nov. '81	.....	.....	.....	.....	.....	.....	52	64	116
	Year to Date '82	.....	.....	.....	.....	.....	.....	456	193	649
	Year to Date '81	.....	.....	.....	.....	2	13	835	664	1,514
WESTERN STAR	Nov. '82	.....	.....	.....	.....	.....	.....	.....	43	43
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	37	37
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	593	593
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	706	706
WHITE	Nov. '82	.....	.....	.....	.....	.....	.....	.....	217	217
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	347	347
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,357	2,357
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,687	2,687
MISCELLANEOUS*	Nov. '82	33,155	679	.....	1	.....	.....	15	57	33,907
	Nov. '81	25,356	258	.....	.....	1	220	104	111	26,050
	Year to Date '82	302,056	6,331	.....	8	11	.....	141	1,193	309,740
	Year to Date '81	286,446	3,360	2	8	12	2,678	1,467	1,362	295,835
TOTALS	Nov. '82	117,018	92,893	1,679	1	55	4,218	3,738	5,827	215,220
	Nov. '81	84,553	66,723	1,135	.....	137	3,611	4,419	8,845	169,423
	Year to Date '82	1,148,279	859,950	17,964	8	1,302	40,289	58,268	66,338	2,194,378
	Year to Date '81	1,006,293	790,674	11,624	11	1,710	48,366	60,458	86,547	2,005,683

★—No registrations for Oklahoma, 1982 and 1981; Iowa, November, 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

Firm enters $20,000 luxury class in U. S.

Volvo 760 brings new market slant

By John A. Russell
News Staff Writer

ROCKLEIGH, N. J.—With the introduction of the 760-GLE, Volvo of America is embarking on a new marketing strategy with what the company considers a second family of cars.

The 760 is Volvo's breakthrough into the $20,000 luxury-car market. According to William J. Hoover, vice president of marketing, the planning for the 760-GLE introduction started in 1979 when Volvo began to make subtle changes in its approach to the market.

While the 760 was still on the drawing boards, the company here began to move slowly from its traditional "family sedan" approach to the U. S. market into two other distinct areas: Personal luxury and performance sedan.

Those first efforts were the 262 Bertone Coupe, since discontinued, and the 242 GT, also discontinued. Those two models were the spearhead of the evolution into the new market areas which now include turbocharged performance sedans and the 760.

At the same time, the model mix began to change into more upscale product offerings.

As Hoover noted, in 1978, 80 percent of the company's car sales were the DL series, the base version. Today, fewer than 50 percent of the sales are in this category. He added that this positioning was done with moderate price increases and without fanfare while retaining the ownership body.

• Hoover said the first-year goal for the 760 is to establish Volvo as a credible contender in the $20,000 price category for the longterm which, he said, "points the direction where Volvo is going."

A separate advertising campaign has been developed for the upscale buyer, while maintaining the family identification.

Present owners, he said, have to be reassured that the features for which they bought Volvos in the past have not changed, and the company has to assure potential new owners that the quality is there. As Hoover said, "people have been burned before" and in 10 years 38 nameplates have come and gone from the auto scene.

Consequently, stressing that the car took "10 years to develop" and that "mistakes end up in the waste basket not in someone's garage" has been a thrust of the advertising.

• Pricing also became a critical part of the long-term development approach for the 760. The V-6 with a four-speed automatic transmission has been priced at $18,785 while the turbo diesel with a four-speed manual transmission with overdrive is priced at $19,595.

Hoover said this is a credible price. He added that there is always a temptation in pricing to "take the price to whatever the market would bear."

He said that would work for the first year, but for the long term that philosophy would put the company in a poor position when other versions are introduced.

The company hopes to sell about 10,000 units of the 760 in 1983, and the 760 has become a symbol for other areas of the Volvo operation.

The 760 is the first new car the company has introduced in 16 years and it replaces the 264 GLE as the flagship.

Joseph L. Nicolato, senior vice president of the Volvo Car Division, said the thrust of his meetings with dealers at the 760 introduction was customer satisfaction and encouraging dealers to become active in all aspects of their businesses — from parts and service to daily rentals.

Materials given to dealers in conjunction with the 760 provided information on dealer advertising, leasing, parts and service and sales.

Nicolato stressed that it was the total business in all profit centers that the company was encouraging dealers to become more active in.

Truck market continues to rise

Continued from Page 16

total, up 1.62 points from the previous year's 7.51 percent.

GMC's 11-month share was 8.78 percent of the total, an increase of 1.48 points over the year-earlier 7.30 percent.

Ford suffered the biggest decline in penetration with a drop of 2.20 points. Through November, it accounted for 30.05 percent of the industry total, compared with 32.25 percent in the like period in 1981.

Phoenix eyes car-pool plan as cost cutter

PHOENIX.—The Phoenix City Council is expected to prevent the purchase of 12 new Jeeps for water meter readers in an attempt to save the city at least $84,000.

Instead of purchasing the vehicles to replace old Jeeps, the city plans a six-month experiment with car pooling to get meter readers into neighborhoods.

The plan calls for a city van or two compact cars to transport eight meter readers into a neighborhood for them to walk their routes, instead of driving individually in Jeeps.

Not only would the plan save $84,000, but the costs of operating and maintaining the smaller fleet would slash up to $20,000 in expenses a year.

The Arizona Public Service Co. is using a similar car-pooling project which it said is saving money and boosting its meter readers' productivity.

Site preparation begins for Subaru headquarters

CHERRY HILL, N. J.—Wrecking crews are tearing down the former Latin Casino nightclub here to make way for the new national headquarters for Subaru of America, currently based in neighboring Pennsauken, N. J.

The 10-acre site was purchased by Subaru for a reported $13 million.

Toyota Data Centre is hub of communications in U. S.

TORRANCE, Calif. — Toyota Motor Sales, U.S.A., has opened a Data Centre that utilizes computer equipment to link Toyota's headquarters complex with its regional offices, parts centers, ports and dealerships throughout the U. S.

The Data Centre is the hub of a communications network that includes satellite and microwave transmissions, mini - computers and regional computer centers. The equipment can process all of Toyota's computerized information 24 hours a day.

"Although the new Data Centre has been open for only a few months, our investment in the facility is already paying off through improved service to our dealers and of course, to our customers," says Robert A. Best, Toyota senior vice president, data systems.

The Data Centre is the brain center for the company's new national headquarters complex. It handles communications, including vehicle allocations, parts distribution and corporate financing.

Two IBM 3033-U12 computers serve as primary information stations. Computer operations are monitored by operators in the control center, an octagonal glass - enclosed area situated in the middle of the 12,-500-square-foot computer room.

Data storage function is provided by 72 rotating storage devices that provide on-line storage of up to 20 billion characters.

The Toyota Dealer Network, a computerized communications system utilized by Toyota dealers, shortens the communications cycle between the dealer and Toyota to a matter of seconds.

Using this system, a dealer can order a part through a computer hookup at his dealership. The part can be located quickly at a parts depot by the system, processed overnight and shipped out.

The Data Centre has 50 computer room employes and another 140 working in systems design and programming. The Centre's computer equipment is valued at more than $25 million.

One-way tread

A Goodyear engineer measures width of the unique tread pattern of Goodyear's new Eagle VR50 high-performance radial designed for use on the 1983 Corvette.

factories list auction dates

American Motors

Jan. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Jan. 26—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Dallas Auto Auction, 4226 E. Main, Dallas.

Jan. 27 — Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Gene Radcliffe's Mid - America Auto Auction, 1100 E. MacArthur, Wichita, Kans.; Todd Auto Auction, Rte. 309, Telford, Pa.; Evansville Auto Auction, 2229 S. Kentucky Ave., Evansville, Ind.

AMC sales are open to all dealers.

Ford Motor Co.

Jan. 25—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Jan. 26—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Fox opens Pontiac deal

LYNWOOD, Wash. — Jack E. Fox is a new Pontiac dealer here. He operates Alderwood Sales & Service.

Model breakdown

Auction Averages

	January To Date	December	November
1983	$11,880		
1982	7,358	$6,811	$6,961
1981	5,600	6,157	6,141
1980	4,813	4,811	4,904
1979	4,238	4,148	4,479
1978	3,156	3,125	3,424
1977	2,600	2,649	2,822
1976	1,677	2,021	2,001
OVERALL AVERAGE	$4,533	$4,505	$4,569

Used car sales

Auction Averages

January to date	$4,533
Month ago	$4,505
Year ago	$4,800

used-car auction directory

Display Rates: $84.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9529. Closing: 10 days in advance.

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Penetration rises despite restraints

MVMA wants Japan to cut exports

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The domestic auto industry wants the Reagan Administration to ask Japan not only to continue its "voluntary" restraint on car exports to the U. S. but to adjust for a weakened market so the Japanese share does not balloon — despite lower sales — as it has in the past.

MVMA President V. J. Adduci, in a letter to Trade Representative William E. Brock, noted that when Japan started its export restraints, U. S. unemployment was at 7.3 percent, laid-off auto workers numbered 185,000 and a "sharp recovery in car demand" was anticipated in 1981.

But in spite of the U. S. government's expectations — 9.5 million car sales in 1981, 11 million in 1982 and 12 million in 1983 — car demand slumped to 8.5 million in 1981 and fewer than 8 million in 1982.

"By adhering to the unit export commitment, Japanese auto producers have been able to raise their car share to 21 percent or more in the intervening two years," Adduci said. "In the months of January-November, 1982, Japanese penetration has averaged 22.5 percent and in August reached 27 percent."

The agreement was for 1.68 million units and the intent was a 16.5 percent share. Japan's Minister of International Trade and Industry divided this up among the Japanese auto makers, who bitterly resented this forced harnessing of competition.

But as Aducci said, the "voluntary" action to some extent did defuse protectionist pressure in early 1981 and might do so again when the pressure is even greater.

• Meanwhile, Adduci pointed out, the domestic industry has kept its promises: In 1981 and 1982 investing more than $18 billion in new products and facilities; introducing 29 new models and making great strides in fuel economy.

"The average EPA test results of domestic cars in the 1982 model year equal or exceed the average mileage of imports in 12 out of 16 weight classes where both compete — exactly the reverse of the 1980 model position," Adduci said.

Additionally, the domestic industry improved productivity, renegotiated labor contracts and saved several billions of dollars in operating costs and inventory, he said.

Nonetheless, MVMA told Brock, the industry still has not recovered its financial strength and is "considerably more depressed" than in early 1981 when the original Japanese restraints were imposed.

Contributing factors include high interest rates, general malaise in the U. S. economy and a "disparate yen-dollar exchange rate" that has given an "enormous windfall advantage for the Japanese producers, generating massive funds for new products, improved productivity and extensive marketing programs to strengthen their positions in the U. S. market," Adduci said.

Once again, said Adduci, the industry expects an upturn in car demand but most anaylsts feel it will be "a lower and much more gradual strengthening of the market than was forecast in early 1981."

In the interim, while domestic sales have suffered, Japanese companies have prospered and MVMA finds it "not surprising" that protectionist pressure has grown "dramatically." It is even suggested it may be reaction to the current "ineffectual" Japanese restraint.

• MVMA suggested setting up a restraint that will take into account weakened sales of domestic vehicles and correcting "the disequilibrium between the value of the yen and the dollar." Both would "assist greatly in reducing demands for restrictive legislation," MVMA said.

In the closing days of the 97th Congress, Adduci, speaking for all MVMA members except Chrysyer Corp., told the Senate Commerce Committee of a consensus that convincing more Japanese auto makers to manufacture in the U. S. was a good idea, but he said the industry raised "serious questions" about the concept of domestic content legislation.

These included the "feasibility of implementing" content requirements, the "possible adverse impacts" on domestic manufacturers and consumers and the "broader ramifications for U. S. international competitiveness and the structure of the world trading system."

Not mentioned specifically was the effect that limits on outsourcing of the domestic multinationals might have on production costs and pricing of domestic models.

Clowning around at dealership kick-off

Jim Limbaugh, hoping to see sales at his Birmingham (Ala.) Chrysler-Plymouth dealership balloon, hosted a community party at its opening. With Limbaugh, left, are: Bill Klingler, Chrysler zone manager, Memphis; John Redman, district manager, and Bo Bo.

Volkswagen offers rebates and aid on floorplanning

Continued from Page 3

VW's sales planning calls for 226,000 vehicles—120,000-125,000 domestics (up from 103,936 in 1982) and 101,000-106,000 imports (up from 67,349). Much of the increase is expected to be in Quantum sedans, which arrived late in 1982.

The Rabbit GTI is selling well. Dealers have about a 30-day turnover in GTIs, but GTI "by itself, won't carry the mail for us," Fuller added.

• VW, which is spending a "lot more" on promotion this year, will begin pushing the upper series Quantum GL, which has a standard five-cylinder engine, and the turbo diesel Quantum, heavily, beginning in late February/early March.

The turbo diesel Quantum, along with turbo diesel Rabbit and Jetta, in fact, will be featured in multi-line ads—one showing the three racing toward the edge of an aircraft carrier, to make the analogy between jet engines and turbo diesels.

In April, VW is also planning to introduce some specially equipped spring models — versions of Scirocco, Jetta, and Rabbit, with special trim and upgraded performance, officials confirmed.

Scirocco is expected to get the higher-performance 1.8-liter engine and special suspension, currently offered in the GTI.

Meanwhile, VW's ad agency move is on target. Doyle Dane Bernbach will come to Detroit "a little or before" VW's own sales/marketing organization on March 15.

It will not be a puppet agency for New York.

"The agency and ourselves agreed to have a full-service office. They will have the complete account group here as well as some creative staff and media support," Fuller said.

"There will also be another group in New York who will face off against the people here, but the main thrust of the account group, particularly, will be here."

Diesel-car sales plunge 37 pct.; share is pared

Continued from Page 1

The company increased both its volume and diesel penetration last year behind sales of its new 4000 diesel and 5000 turbodiesel models.

Mercedes-Benz reported another strong sales year. The German maker sold 52,051 diesel cars during '82, up 5.46 percent from 49,354 sold during '81. Mercedes' market penetration jumped 6.66 percentage points to 16.33 percent.

Sales of diesel-powered Peugeots dropped 33.87 percent during 1982—to 9,483 last year from 14,341 during 1981. Despite that increase, the company's market share edged upward.

Volvo, Datsun and Isuzu all recorded volume and market-share gains during 1982; however, an accurate year-to-year comparison cannot be made because those companies did not sell diesel models during all 12 months of 1981.

Sales of diesel-powered new cars in the U. S.

	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market
Cadillac	16,939	5.32	40,241	7.88
Buick	30,417	9.54	48,627	9.52
Pontiac	3,131	0.98	32,633	6.39
Chevrolet	47,975	15.06	27,600	5.40
Oldsmobile	75,482	23.69	155,859	30.52
General Motors Total	173,944	54.59	304,960	59.71
Volkswagen	48,091	15.09	118,585	23.22
Audi	7,415	2.33	6,434	1.26
VW-Audi Total	55,506	17.42	125,019	24.48
Mercedes-Benz	52,051	16.33	49,354	9.67
Peugeot	9,483	2.98	14,341	2.81
Volvo	7,405	2.32	1,954	0.38
Datsun	8,782	2.76	4,683	0.92
Isuzu	11,477	3.60	10,368	2.03
TOTAL	318,648	.....	510,679	.....

Reuss' Buick strategy tied to fewer models, electronics

Continued from Page 3

percent of all technical questions from dealerships on the first telephone call. Eventually, Buick hopes its major suppliers will contribute data.

A vehicle inspection system, implemented this model year at all dealerships, requires sales and service personnel to check all vehicles with customers before delivery.

Another attempt to improve product quality and customer satisfaction comes by tracking warranty and non-warranty repairs made by 80 key dealerships in differing climates and altitudes.

The newest computer marvel at Buick is a videotex marketing system which uses a dealership computer to give product and sales information.

Called Electronic Product Information Center (EPIC), the system is being tested in six dealerships. Terminals give potential buyers up-to-date information on Buick and its competition, especially imports.

Options, promotional and incentive information, warranty and maintenance data and product information are updated regularly from Flint.

Reuss also outlined plans for Buick to generate data for its dealers on potential buyers by zip code. Their product purchases, reading material and demographic information are to be listed.

• Buick showed off its EPIC computer system and an electronics-laden concept car called Questor at the recent Detroit Auto Show.

The Questor is equipped with 14 microcomputers that control the car's attitude and spoilers for fuel efficiency, as well as a navigation system and theft-deterrent system. Computers also aim the headlamps and monitor road surface traction.

The Questor is operated by a "laser key," similar in shape and function to an automatic garage-door opener.

The laser key raises the car six inches for easy entry, unlocks and opens the door, turns on the car's system and adjusts seat, floor pedals, steering column and entertainment and interior systems to the personal settings of each driver.

If the Questor were a running model, the laser key also would start the car. The car was developed by Buick, GM's Delco Electronics Division and the GM Design Staff.

Company offers $200 to employes buying new cars

SHEBOYGAN, Wis. — K. W. Muth Co., which makes parts for the auto industry, is trying to increase car sales by giving its employes a rebate for purchasing a new 1983 car.

Employes buying a car for which Muth Co. makes parts will receive a $200 rebate.

The firm makes a variety of parts, mainly insulation, padding and firewall protection, for cars and light trucks made by American Motors / Renault, Chrysler, Ford and General Motors.

"The program indicates our support for the American automobile industry — our customers," said Mike Muth, company chairman.

Joe Van Horn, of Joe Van Horn Chevrolet, Plymouth, Wis., said he will match Muth's $200 rebate on any qualified vehicle that Muth employes purchase from him.

Van Horn's offer to match the rebate will bring the combined savings on Muth employes' purchases at Joe Van Horn Chevrolet to $400.

NADA breakfast is scheduled for women executives

WASHINGTON. — Women executives will learn fine points of "networking" at a Feb. 13 breakfast at the NADA convention.

The breakfast, which begins at 8 a.m. in Conference Room 7-8-9 in the Las Vegas Hilton, will explore success techniques for female executives, explains hostess Sue Seidman, executive vice president of Honda Cars of Cleveland, Bedford Toyota Volvo and Bedford Porsche Audi.

While the NADA staff has made a special effort to locate and invite women dealers and managers to the breakfast, women who did not receive an invitation are encouraged to call (703) 821-7227 for reservations.

3 plants return, 2 others work overtime

Auto production rises to 117,318

By Patricia Hoffman
Staff Writer

The return of three plants and overtime schedules at two assembly points helped boost last week's domestic auto production from the previous week's total. Output also was substantially better than in the comparable 1982 period.

The makers targeted output last week at 117,318 cars, a 15.77 percent gain from the prior week's 101,336, and up 29.03 percent from 90,925 in the year-ago week.

Year-to-date, the manufacturers have assembled 293,982 autos, a 44.67 percent gain from 203,208 finished in the same 1982 period.

Breakdown for the year to date by company was: General Motors, 65.58 percent; Ford Motor, 19.25 percent; Chrysler Corp., 8.52 percent; American Motors, 3.35 percent; Volkswagen of America, 3.20 percent, and Honda, 0.10 percent.

Only the Alliance was produced last week (Jan. 17) at AMC's Kenosha facility. Eagle output was halted due to overstocked inventory.

Still down for inventory control was Ford's San Jose point. Operations, idled Dec. 23, are slated to resume today (Jan. 24).

Also at Ford, the Atlanta facility remains closed for model changeover. The plant, which currently assembles LTD and Marquis models, is scheduled to begin production of 1983 Thunderbirds later this month.

GM's Detroit point operated daily and Saturday overtime last week. Also working Saturday was Ford's St. Louis plant.

Operations resumed last week at GM's Willow Run point, Ford's Wayne facility and Chrysler's Belvidere plant. All three were idled Dec. 23 for holiday downtime/inventory control.

Truck production climbs, but week's total trails 1982

The domestic truck makers scheduled a 17.24 percent gain last week from the previous week's output as production resumed at four Ford Motor facilities and at Chrysler Corp.'s Belvidere and Warren plants. Also helping boost last week's total was daily overtime at General Motors' Moraine point.

The manufacturers estimated output last week at 34,199 units, up from 29,171 built the previous week, but down 9.19 percent from 37,658 units assembled in the comparable 1982 period.

Year-to-date there have been 83,194 trucks produced, down 3.41 percent from 86,127 completed in the same period last year.

Ford's Louisville facility and American Motors' Toledo truck point were idle last week (Jan. 17) for inventory control.

Still down last week for inventory adjustment was Ford's San Jose plant. Operations there halted Dec. 23.

Volkswagen of America's Westmoreland facility, idle since June 28, remains closed. Assembly of 1983 pickups is scheduled to begin at the plant Feb. 7.

GM's Moraine point operated four hours of overtime each day last week.

The Ford Kansas City, Kentucky, Norfolk and Twin Cities plants, plus Chrysler's Belvidere and Warren facilities resumed operations last week. All six plants were idle last Dec. 23 for holiday downtime/inventory control.

25-year plaque

Pontiac dealer George L. Meaux, right, of Crowley, La., receives a 25-year anniversary plaque from Memphis zone manager John J. Jahoda.

Dealer adds limo service

SHELTON, Conn. — Mario D'Addario Buick has opened Mario D'Addario Limo Service, Inc., to provide chauffeur-driven limousine service for weddings, airport commutes and other needs.

Canadian output holds steady for cars; trucks up

While Canadian auto production last week fell 1.91 percent short of the previous week's total, truck output jumped a substantial 44.05 percent with the return of Ford Motor's Oakville and International Harvester's Chatham truck facilities.

Last week, the auto makers estimated 17,167 units, down from 17,502 built the previous week and the total dropped 7.87 percent from 18,633 units in the comparable 1982 period.

So far this year, the car manufacturers have assembled 49,065 units, up 53.36 percent from last year's 31,993.

Truck output last week was targeted at 9,872 units, up from the previous week's 6,853, but down 7.38 percent from 10,659 units built in the same 1982 week.

Year-to-date, there have been 23,412 trucks completed, a 10.31 percent gain from 21,223 finished in the comparable period last year.

Ford's St. Thomas car facility remained closed last week (Jan. 17) due to overstocked inventory. Operations at the plant, idled Dec. 20, are scheduled to resume today (Jan. 24).

The Ford Oakville truck point returned last week following downtime for inventory control. Also back from inventory-adjustment idleness was International Harvester's Chatham plant. Both facilities were idled before the Christmas/New Year's holidays.

Second-shift operations will resume today at General Motors' St. Therese car point, calling back about 1,500 workers from indefinite layoffs. St. Therese assembles the Oldsmobile, Cutlass Supreme and Grand Prix models.

U.S. rules out blade fuses from Taiwan

WASHINGTON. — The International Trade Commission has voted unanimously to exclude the importation of miniature automotive plug-in blade fuses from Taiwan.

The ITC began its investigation in January, 1982, after Littlefuse, Inc., of Des Plaines, Ill., a subsidiary of Tractor Inc. of Austin, Tex., made a formal complaint about Taiwanese blade fuse imports.

Those imports, the commision has now determined, are a substantial cause of injury to the U. S. blade fuse industry and must be banned.

The President now has 60 days to review the exclusion order and either approve or veto it. During this time, the Taiwanese importers may still bring blade fuses into this country, but only after paying a bond equal to 90 percent of the entered value of the fuses.

U. S. CAR PRODUCTION

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
AMERICAN MOTORS	3,000	.....	3,863	9,837	1,600*	9,837
AMC Total	.....	.....	831	831	.....	831
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	831	831	.....	831
Renault Total	3,000	.....	3,032	9,006	.....	9,006
Alliance	3,000	.....	3,032	9,006	.....	9,006
CHRYSLER CORP	14,350	14,107	10,685	25,035	24,629	25,035
Plymouth Total	4,850	5,920	3,445	8,295	9,400	8,295
Horizon	1,900	1,850	.....	1,900	4,168	1,900
Reliant	2,900	4,070	3,390	6,290	5,232	6,290
Caravelle ('83)	50	.....	55	105	.....	105
Chrysler Total	3,900	2,778	3,227	7,127	5,807	7,127
LeBaron	2,100	2,778	1,986	4,086	5,807	4,086
Chrysler E-Class	1,800	.....	1,241	3,041	.....	3,041
Dodge Total	5,600	5,409	4,013	9,613	9,422	9,613
Omni	2,300	1,637	.....	2,300	3,543	2,300
Aries	2,000	2,874	2,668	4,668	4,009	4,668
Dodge 400	500	898	534	1,034	1,870	1,034
Dodge 600	800	.....	811	1,611	.....	1,611
FORD MOTOR	25,555	26,021	18,115	56,588	30,407	56,588
Ford Division	15,348	17,319	10,670	32,893	17,188	32,893
Escort	5,731	6,541	.....	5,731	6,709	5,731
Fairmont	2,983	3,084	2,958	8,958	3,065	8,958
Mustang	1,438	4,311	3,285	4,723	4,222	4,723
LTD/Granada	2,926	1,941	3,020	9,095	1,776	9,095
Thunderbird	1,265	1,333	611	1,876	1,306	1,876
Crown Victoria/Ford	1,005	.....	796	2,510	.....	2,510
EXP	.....	109	.....	.....	110	.....
L-M Division	10,207	8,702	7,445	23,695	13,219	23,695
Mercury Total	8,141	7,055	5,372	17,494	8,586	17,494
Lynx	1,727	1,614	.....	1,727	1,572	1,727
Capri	578	1,020	633	1,211	1,096	1,211
Zephyr	942	1,472	922	2,727	1,515	2,727
Marquis/Cougar	1,074	1,325	1,012	2,969	1,462	2,969
Cougar/XR7	623	300	293	916	307	916
Gr. Marquis/Marquis	3,197	1,310	2,512	7,944	2,602	7,944
LN7	.....	14	.....	.....	32	.....
Lincoln Total	2,066	1,647	2,073	6,201	4,633	6,201
Continental ('82)	413	329	415	1,240	1,454	1,240
Lincoln	872	711	976	2,816	1,716	2,816
Mark VI	781	607	682	2,145	1,463	2,145
GENERAL MOTORS	71,063	47,209	65,546	192,807	143,103	192,807
Buick Division	18,831	11,932	14,375	48,140	31,240	48,140
Skylark	3,755	770	274	4,029	3,693	4,029
Skyhawk J	1,380	1,069	1,503	4,466	1,727	4,466
Century	2,710	2,604	2,723	8,173	6,235	8,173
Regal	5,928	3,637	5,098	16,940	7,935	16,940
Buick	4,393	3,290	4,005	12,376	9,994	12,376
Riviera	665	562	772	2,156	1,656	2,156
Cadillac Division	7,390	5,757	6,593	20,528	14,506	20,528
Cimarron	500	167	486	1,577	489	1,577
Seville	560	486	572	1,659	916	1,659
Eldorado	1,650	1,534	1,637	4,796	2,665	4,796
Cadillac	4,680	3,570	3,898	12,496	10,436	12,496
Chevrolet Division	20,502	9,343	20,230	54,987	38,646	54,987
Chevette	4,554	.....	4,991	9,545	.....	9,545
Cavalier	3,025	1,849	3,109	9,036	11,617	9,036
Celebrity	1,450	.....	1,433	4,328	2,196	4,328
Camaro	3,945	3,340	3,853	11,651	10,207	11,651
Citation	2,595	3,237	2,587	6,346	7,807	6,346
Malibu	2,392	.....	2,220	7,092	2,115	7,092
Monte Carlo	1,900	.....	1,434	5,136	2,003	5,136
Chevrolet	585	310	597	1,785	955	1,785
Corvette	56	607	6	68	1,746	68
Oldsmobile Division	17,477	14,220	17,778	50,582	39,860	50,582
Omega	1,540	.....	.....	1,540	4,894	1,540
Firenza	790	1,072	661	2,058	1,741	2,058
Cutlass	5,100	4,707	6,109	16,049	9,626	16,049
Cutlass/Ciera	2,440	2,087	2,445	7,347	5,860	7,347
Oldsmobile	6,762	5,403	7,749	21,169	16,063	21,169
Toronado	845	951	814	2,419	1,676	2,419
Pontiac Division	6,863	5,957	6,570	18,570	18,851	18,570
Acadian†	.....	.....	178	178	.....	178
2000	1,595	.....	1,573	4,664	1,839	4,664
1000	888	.....	686	1,574	.....	1,574
Firebird	1,585	1,871	1,592	4,771	5,180	4,771
Phoenix	715	801	775	1,490	2,177	1,490
G. Prix/B'ville ('83)	2,080	3,285	1,766	5,893	9,655	5,893
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....
HONDA*	100*	.....	100*	300*	.....	300*
VOLKSWAGEN	3,250	3,488	3,027	9,415	3,369	9,415
CHECKER	.....	100	.....	.....	100	.....
Total Cars, U. S.	117,318	90,925	101,336	293,982	203,208	293,982

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
CHEVROLET	13,212	12,693	12,586	34,075	38,490	34,075
DODGE	2,300	3,133	.....	2,300	6,515	2,300
FORD	11,542	13,137	7,988	27,551	19,151	27,551
GMC	5,065	4,598	4,556	11,812	12,788	11,812
INTERNATIONAL	1,030	1,131	1,030	2,345	3,314	2,345
VOLKSWAGEN	.....	616	.....	.....	669	.....
JEEP	.....	900*	1,961	1,961	900*	1,961
AM GENERAL	50*	50*	50*	150*	100*	150*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	4,200*	3,000*
Total Trucks, U. S.	34,199	37,658	29,171	83,194	86,127	83,194

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
CHRYSLER CORP	2,652	2,016	2,706	8,004	3,969	8,004
FORD MOTOR	2,960	2,810	248	3,488	3,597	3,488
GENERAL MOTORS	4,000	5,593	3,899	11,660	12,937	11,660
INTERNATIONAL	260	240	.....	260	720	260
Total Trucks, Canada.	9,872	10,659	6,853	23,412	21,223	23,412
N. American Trucks....	44,071	48,317	36,024	106,606	107,350	106,606

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
AMERICAN MOTORS	906	528	755	2,881	782	2,881
CHRYSLER CORP	4,128	3,276	4,230	12,630	9,796	12,630
FORD MOTOR	3,608	3,643	3,744	7,665	4,176	7,665
GENERAL MOTORS	8,300	10,962	8,548	25,214	16,566	25,214
VOLVO	225	224	225	675	673	675
Total Cars, Canada	17,167	18,633	17,502	49,065	31,993	49,065
N. American Cars	134,485	109,558	118,838	343,047	235,201	343,047
N. American Trucks	44,071	48,317	36,024	106,606	107,350	106,606
North American Cars and Trucks	178,556	157,875	154,862	449,653	342,551	449,653

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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Automotive News

January 31, 1983

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'Interest war' draws crowds, pumps up sales in Detroit area

By Jim Plegue
Staff Writer

Detroit-area auto dealers, spurred by fierce competition for rare January sales, waged a cut-rate financing battle this month with rates as low as 6.9 percent on new-car purchases.

At least three Detroit-area dealers were offering to sell cars on 6.9-percent APR contracts. Several others offered 9.9 percent contracts, and one import dealer offered 7.5 percent on truck purchases.

The current rate being offered through factory incentive programs is 11.9 percent.

For some dealers, the results were phenomenal.

"I had 200 people in the dealership. I couldn't move," said Jim Seavitt, owner of Village Ford, a large dealership (1,740 new vehicles in 1982) in suburban Dearborn and the first dealership to offer the 6.9-percent financing.

• Impetus for Village Ford's cut-rate financing was a 350-vehicle inventory, a floorplanning burden. The program started Jan. 19 and was preceded by a day of advertising in local newspapers and on local radio.

The following day, Seavitt found himself elbow-deep in potential customers. He sold 80 vehicles in two days. At one point, he said, customers faced a three-hour wait to see a salesman. Customers were given numbers to ensure their spot in line.

Seavitt's 12 new-car and three used-car salespersons were overwhelmed. He recruited his parts and service and his clerical workers to help. Eventually, he got family and friends involved.

"I brought in my wife, my sister, my brother and 12 of my friends," Seavitt said. "My

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Peugeot's progress

New French minicar ready for debut

Peugeot plans to introduce its new Peugeot 205 in France at the end of February. This is the car insiders say will replace the Omni/Horizon in Chrysler Corp.'s U. S. lineup in 1985. The 205, caught here unofficially, offers front-wheel drive with 1.1 and 1.3-liter engines. A diesel is planned for summer introduction.

breaking news

Chrysler to sell South African holding

DETROIT.—Chrysler Corp. will sell one of its few remaining foreign holdings, its 24.9 percent equity in Sigma Motor Corp., Ltd., of South Africa. Sigma, which assembles Mitsubishi, Peugeot-Citroen and Toyo Kogyo cars in South Africa, will be purchased by Anglo American Corp. of South Africa. Chrysler's foreign holdings will then be limited to its wholly owned Chrysler Canada, 99.4 percent ownership of Chrysler Mexico and 15 percent holdings in Peugeot-Citroen and Mitsubishi.

IH extends deadline on debt swap

CHICAGO.—International Harvester has extended until Feb. 8 its offering of new 18-percent debentures plus stock warrants for $140 million worth of old debt. This is the third time IH has extended the deadline. About $71 million of the old debt has been tendered.

GM to recall 21,400 workers at seven plants

DETROIT.—General Motors will recall more than 21,400 indefinitely laid-off workers during the next three months when it reopens one plant, increases hourly production at four plants, and adds a second shift at two facilities. Framingham, the plant to reopen, has been closed since October.

OPEC's stalemate seen as break for GM's larger autos

By Kathleen Hamilton
Financial Editor

The failure of OPEC to reach an accord on oil pricing last week could prove a boon to General Motors and yet another blow to small-car specialists American Motors/Renault and Volkswagen of America.

The Japanese car makers, already exporting more mid-size and performance models to the U. S. because of quotas, are expected to be unfazed by any declines in oil prices.

"GM stands to gain the most, with 85 percent of the intermediate and full-size car output," said Mike Luckey, manager of automotive services for Merrill Lynch Economics, New York.

European cars, which cater to higher-income buyers, won't experience much of an impact from any slide in gasoline prices, predicted John Hammond, director of automotive services at Data Resources, Inc.

"The trends we have seen in the last six to 12 months are likely to continue," he said, listing "really sluggish diesel sales, lethargy in the small and some midsize-car sales and improved sales of large cars, especially in the second half of 1983."

• The impact of sudden drops in pump prices should prove volatile in the auto market, but the sharp movements should be confined to 1983, Hammond said.

DRI doesn't expect gasoline prices to fall all that much. The five-cents-a-gallon gasoline tax will be added this year and any sudden plunge in oil prices would likely be offset by additional taxes, he said.

It will be easy for U. S. auto makers to keep the big rear-drive cars around for another year or two, waiting for some certainty in fuel prices, Hammond said. But decisions will have to be made after that time on lineup.

Merrill Lynch's Luckey pointed out that the general auto sales slump should keep big and intermediate-car capacity ahead of demand this year. His forecast calls for OPEC's woes to keep diesel sales dead at least through 1984.

If the current trend toward larger cars indeed intensifies—and there is doubt in some quar-

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U.S. won't ask tighter curbs on Japanese

By Jake Kelderman
and Helen Kahn
Washington Bureau Staff

WASHINGTON.—The Reagan Administration, rejecting a plea by its ambassador for trade for a tougher attitude towards the Japanese on auto exports, will ask the Japanese government for no more than one year of voluntary export restrictions when the matter comes up early in February in the trade talks scheduled between the two countries.

According to government and industry sources, the decision to seek no more than a simple extension of the current voluntary trade restrictions came at a January meeting of the subcabinet on trade. Cabinet members rejected a proposal by U. S. Trade Representative William Brock to press the Japanese for a 25-percent reduction in the current 1.68 million auto export limit and an extension

Continued on Page 54, Col. 4

Makers consolidating position after a tough but not terrible 1982

Japan auto industry poised for anticipated year of recovery

By John Hartley
Staff Correspondent

TOKYO. — With the combination of the prolonged recession and intensifying protectionism, Japan's auto industry is now involved in consolidation rather than expansion.

But last year was by no means as bad as it might have been. The domestic market responded well to an influx of new models, while in overseas markets, windfall profits came from the low value of the Japanese yen against the U. S. dollar.

In Europe, though, the Japanese did not fare quite so well, not the least because of the fall of the value of the deutschmark.

In 1983, there is some hope of an upturn in the world economy, and the Japanese are poised to take advantage of any increase in sales volumes. However, as far as the U. S. is concerned, they are worried lest the Japanese government agrees to too low a level of voluntary restraint.

For the last few years, production in Japan has outstripped that of the U. S., and this situation continued in 1982, although total production fell by about 3 percent from 1981 to 10.8 million vehicles. Actual production of passenger cars in Japan is around 7 million a year, of which 3 million are sold domestically.

• But there were a number of shifts in the fortunes of the car companies last year, with Toyota, Honda and Toyo Kogyo on the rise, and Nissan, Mitsubishi, Daihatsu and Fuji (Subaru) finding the going tough.

With its ambitious international plans, Nissan started 1982 in a strong position, but its internal management problems, some unfortunate marketing and the vagaries of the international scene all threw it off balance. True, the new front-wheel Sunny (Sentra) became an instant hit in Japan and elsewhere so that sales began to challenge those of the Toyota Corolla, which was by now getting old.

However, the new Stanza range, which should have been a big seller, turned out to be a failure in Japan, with sales of 1,000 to 2,000 a month, instead of the target of 5,000 a month. One reason for this was that Nissan pitched the price far too close to that of the Bluebird (810), and it was also alleged that the styling was not rectangular enough to appeal to the Japanese.

Fortunately, Nissan was rescued by the Sunny and the successful new Pulsar sold in Japan as three ranges — the Pulsar, the Liberta Villa and Langley. Thus, there are a sporty coupe, three- and five-door hatchbacks and three-box four-door sedan to choose from, with minor variations between different versions.

Although the failure of the Stanza did not have a serious

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Ninth consecutive advance

Mid-January sales post 11-pct. increase

By Jenny L. King
Staff Writer

For the ninth consecutive 10-day period, domestic new-car sales were up Jan. 11-20: Up 11.38 percent from the same period a year earlier and up 28.24 percent over the early-January total.

Retail sales in mid-January, 1983, totaled 144,678, yielding a 16,075 daily selling rate. A year earlier, the total was 129,894, with a daily average of 14,433. There were nine selling days in the period both years.

Mid-January sales were up 28.24 percent over the 112,822 units sold the preceding 10-day period. Year-to-date sales numbered 257,500, up 11.43 percent from 231,093 in 1982.

Annualized sales moved at a pace to produce a 6.1 million domestic year-end total.

Everyone, even Volkswagen of America, beat out year-ago sales in mid-January. VWoA, in a continuous slump in 1982, reported an 8.61-percent increase, climbing to 2,068 from 1,904 last year.

General Motors was up 14.21 percent, to 88,222 from 77,247. Ford Motor Co. squeaked by last year's 33,397 by a few hundred units, and was up 1.02 percent to 33,738.

Chrysler Corp. dealers retailed 16,650 new cars, up 12.15 percent from 14,846 last year, and estimated sales of American Motors passenger cars were up 60 percent, to 4,000 from 2,500.

• GM sales accounted for 60.98 percent of the mid-month domestic market, up from 59.47 percent last year. Ford dropped to 23.32 percent from 25.71 percent. Chrysler edged up to 11.51 percent from 11.43 percent. American Motors earned 2.76 percent, advancing from 1.92 percent, and VWoA slipped to 1.43 percent from 1.47 percent.

Four Big Three makes failed to match or surpass their year-ago sales during the period. Imperial was down 49.38 percent; Plymouth was down 20.15 percent; Pontiac was down 11.85 percent, and Ford missed by 3.18 percent.

Chrysler was up 82.46 percent: Dodge was up 10.93 percent; Mercury was up 4.50 percent, and Lincoln was up 37.80 percent.

Buick was up 38.94 percent; Cadillac was up 31.71 percent; Oldsmobile was up 18.10 percent, and Chevrolet was up 6.72 percent.

DOMESTIC SALES

	Jan. 11-20, 1983	Jan. 11-20, 1982
AMERICAN MOTORS	4,000†	2,500
Chrysler	5,368	2,942
Imperial	41	81
Plymouth	4,816	6,031
Dodge	6,425	5,792
CHRYSLER CORP.	16,650	14,846
Ford	22,930	23,684
Mercury	8,085	7,737
Lincoln	2,723	1,976
FORD MOTOR	33,738	33,397
Buick	19,283	13,879
Cadillac	6,796	5,160
Chevrolet	30,210	28,309
Oldsmobile	21,992	18,621
Pontiac	9,941	11,278
GENERAL MOTORS	88,222	77,247
VOLKSWAGEN	2,068	1,904
INDUSTRY TOTAL	144,678	129,894

Whittey family now sole owners of dealership

BISMARCK, N. D. — Charles J. Whittey, 1972 NADA president, and his family have become the sole owners of Corwin-Churchill Motors, Inc., a downtown Chrysler - Plymouth-AM-Jeep dealership.

According to Whittey, Corwin-Churchill Motors is the oldest auto concern in the state and the sale of the Corwin stock to the Whitteys ends 69 years of the Corwin family's involvement in the dealership.

Whittey said the dealership's name and operations will remain the same.

The only changes are in the corporation's officers, he said. He has become board chairman, and his son Bruce, former operations vice-president, has taken over as company president. Audrey M. Whittey, Charles' wife, has become secretary-treasurer.

The transaction has resulted in promotions of two managers at the dealership. Al M. Rott is now vice-president and general manager and John Birkholz is general sales manager.

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58th year — No. 4952

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Seville roadster turbo

American Custom Coachworks has unveiled this turbo-charged Seville Convertible Roadster for the buyer who wants something a little different. It will feature "ultra-phonic" stereo, special suspension and furry carpets. Only 25 will be built during the '83 model run.

Dealers confident of upturn, Lyles tells Cleveland group

CLEVELAND.—George Lyles, president of NADA, told the Cleveland Automobile Dealers Assn. that this year will see a "slight upturn" and that "lower interest rates and the inflation slowdown have improved consumer confidence."

But he warned that "what happens to the general economy will be the controlling factor in how far sales will climb."

After Lyles' speech, in which he also mentioned Cleveland's upcoming autoshow, the CADA installed new officers.

The leaders for the group's 67th year are: William Ragg (Chevrolet), president; James W. Garrett (Oldsmobile), first vice-president; Robert Fairchild (Chevrolet), second vice-president, and Patrick Kane (Ford), treasurer.

Jim Garfield II was reelected executive vice-president and secretary for a 22nd year and his 32nd year with CADA.

Cleveland's auto show, under the auspices of the Automobile Dealers Educational Assistance Foundation, Inc., will be held in the Convention Center, Feb. 12-20, and is expected to top last year's attendance of 275,000.

The show's chairman is Steve Barry, a Buick dealer, and the co-chairman is G. Vincent DiVincenzo, a Volkswagen dealer who is past president of CADA.

Lyles told CADA that a survey of dealers, taken nationally, showed they are more confident than ever of an upturn, and "nowhere in the country is that more evident than in Cleveland.

"We see signs of improvement," he said, "and if the voluntary restrictions by the Japanese on exports continue, the improvement will be mostly in domestic products."

Noting present conditions, Lyles told the dealers that in order to survive they may have to take on additional lines so that "if a particular make isn't selling well, there's hope that another will."

He also said dealers are putting added emphasis on used cars, service, parts and leasing, noting the trend toward vehicle leasing throughout the nation is increasing.

Lyles said that "sticker shock" has apparently run its course unless another round of hikes takes place.

"Often the customer comes in expecting the price to be higher, and he is shocked when it is under $10,000," he said.

Lyles said the average dealer's service business was up 8 to 10 percent last year, helping the profit picture. The past year's comeback of the full-sized car, he said, was due to declining fuel prices and a hesitancy of traditional big-car owners to move into downsized cars, a trend also noted by Cleveland-area dealers.

Cleveland dealers get new officers

The Cleveland Automobile Dealers Assn.'s new officers, gathered around a Packard Phaeton, are, from left, James W. Garrett, first vice-president; Robert Fairchild, second vice-president; Patrick Kane, treasurer, and William Ragg, president.

Open to talks with AMC in Canada—UAW

TORONTO. — The UAW is willing to sit down and talk with American Motors about work rule changes at its Brampton plant, but the company has never approached the union, according to Basil (Buzz) Hargrove, administrative assistant to the UAW director for Canada.

Hargrove made the statement in a reply to an AUTOMOTIVE NEWS article (Jan. 17) in which AMC President Jose J. Dedeurwaerder said the union had refused to talk about changes.

He said AMC has never asked the union to discuss the changes. "In fact," he said, "AMC has ignored since December union requests for a meeting to discuss the future of the Brampton plant."

AMC has announced that the Brampton plant will be closed indefinitely in April. The company has declined to comment on its reopening or its possible future products.

Brampton was in the running to build the 1984 rear-wheel-drive cars for Chrysler, but that work has been given to Chrysler's mothballed truck plant in St. Louis.

In the AUTOMOTIVE NEWS article, Dedeurwaerder said AMC needs a cooperative attitude from the union to continue building cars in Canada.

Last spring, the union refused to participate in a new AMC-UAW contract which involves an employe investment plan.

"My understanding was that it was a voluntary plan in which workers had an opportunity to invest in the company, if they so desired," Hargrove said. "The workers in Brampton voted almost unanimously to reject the investment proposal. Workers in the U. S. voted in favor of the investment in the corporation."

Bi-lingual challenge

COWANSVILLE, Que.—Corry Motors, a used-car dealership in West Brome, will challenge the legality of Quebec's language law under Canada's new constitution. The dealership has refused to translate two business signs into French.

Workers reject pay cut; 300 at Budd to lose jobs

By Marjorie Sorge
Labor Editor

DETROIT.—Workers at Budd Co.'s Charlevoix-Connor plant here last week rejected a $2.12 an hour wage cut that would have saved 300 jobs.

The UAW-represented workers at the facility rejected the concessions by a vote of 948 to 77 in its three units. That package would have saved 300 of the 1,500 jobs at the plant, according to a Budd spokesman.

Budd announced the closing of the truck-wheel-producing portion of Charlevoix-Connor plant about three weeks ago. Norman Tunesi, president of UAW Local 306, said the union went to the company to try to work out a package that would save the jobs involved.

Tunesi said he was surprised that the company wanted $2.12 in concessions but said "Budd gave us an opportunity to save our jobs and we blew it."

In addition to saving the 300 jobs, Budd also offered to reinstate recall rights for 700 laid-off workers. There are currently 1,400 on layoff from the plant and about 800 have lost their recall right.

That plant employed 3,000 workers in May, 1979.

Three weeks ago, Budd also announced the closing of its wheel products machining plant in Clinton, Mich., affecting 130 employes.

"These closings will align our facilities more closely to current and expected truck wheel products' markets," said James J. McNeal Jr., Budd president.

Both plants will close in 1983. Heavy-truck wheel production will be shifted to Frankfort, O. Production usually done at the Clinton facility will be shifted to other Budd facilities in Johnson City, Tenn., and Ashland, O.

Imports up too, but November market share slips

Domestics pace registration gain

By Jenny L. King
Staff Writer

Registrations of new cars in November were at their highest level since June. They reflected the domestic industry's various sales incentives effective at the end of 1982, which were responsible for a two-month sales surge.

According to figures compiled by R. L. Polk & Co., registrations of new cars in the U. S. totaled 677,639 in November, up 3.49 percent from 654,806 in October, and up 10.41 percent over 613,740 in November, 1981.

Table on Page 30

June registrations numbered 717,358.

Domestic new-car registrations of 497,081 were up 8.13 percent above October's 459,711. They were up 11.83 percent from 444,513 reported for November a year earlier.

Imports climbed 6.70 percent in November compared with a year ago, to 180,558 from 169,227. Because of the strong domestic showing, however, the imports share of the total market dropped to 26.64 percent from 27.57 percent.

For the 11 months, January through November, total new-car registrations were down 10.77 percent, to 6,988,889 from 7,832,399. Domestic registrations dropped 11.98 percent, to 4,915,696 from 5,585,001, while imports were down 7.75 percent, to 2,073,193 from 2,247,398.

Imports' share of market year to date was up 0.96 percentage points, to 29.66 percent from 28.70 percent.

• Among the domestic corporations, Chrysler and General Motors increased their presence on the market in November as the competition faded. Chrysler Corp. was up 0.41 percentage points, to 8.97 percent from 8.56 percent; its registrations climbed to 60,751 from 52,541. GM was up to 47.06 percent from 44.99 percent, with registrations of 318,911 this year compared with 276,141 in 1981.

Ford Motor Co. slipped to 16.39 percent of the market from 17.31 percent; American Motors was down to 0.92 percent from 1.51 percent; imports claimed 26.64 percent, down from 27.57 percent, and miscellaneous domestics had 0.02 percent, down from 0.06 percent in November, 1981.

Of the domestics-only market, GM cars accounted for 64.16 percent in November compared with 62.12 percent 12 months earlier. Ford had 22.34 percent, down from 23.90 percent. Chrysler claimed 12.22 percent, up from 11.82 percent. AMC dropped to 1.25 percent from 2.08 percent and miscellaneous domestics were down to 0.03 percent from 0.08 percent.

The domestic makes, ranked in order of their shares of the market in November, 1982, were headed by Chevrolet. Ford was second, followed by Oldsmobile, Buick, Pontiac, Mercury, Cadillac, Dodge, Plymouth, Chrysler, Lincoln and AMC. In October, Oldsmobile was second and Ford third.

A year earlier, the November ranking was as follows: Chevrolet, Ford, Oldsmobile, Buick, Pontiac, Mercury, Dodge, Plymouth, Cadillac, AMC, Chrysler and Lincoln.

• The market-class spectrum in November featured a shift toward intermediates, standards and luxury cars. Intermediates jumped to 27.13 percent of the market from 20.46 percent a year earlier. Standards claimed 12.43 percent, up from 10.55 percent, and luxuries claimed 6.30 percent, up from 5.79 percent.

Subcompacts dropped to 11.49 percent from 15.69 percent, compacts were down to 16.01 percent from 19.94 percent and imports dipped to 26.64 percent from 27.57 percent.

The domestics-only classification was: Subcompacts down to 15.66 percent from 21.66 percent; compacts down to 21.82 percent from 27.53 percent; intermediates up to 36.99 percent from 28.25 percent; standards up to 16.94 percent from 14.56 percent, and luxury models up to 8.59 percent from 8.00 percent.

Registrations by corporation for the 11 months, 1982, compared with the preceding year showed Ford Motor Co. and the combined imports gaining slightly as their competition moved back. Ford was up 0.25 percentage points, to 16.67 percent from 16.42 percent, and imports were up 0.96 percentage points, to 29.66 percent from 28.70 percent.

GM dipped to 43.96 percent from 44.52 percent; Chrysler was down to 8.57 percent from 8.74 percent; AMC was off 0.47 percentage points, to 1.11 percent from 1.58 percent, and miscellaneous domestics dropped to 0.03 percent from 0.04 percent.

Designer Clenet teams up with Cars and Concepts

DETROIT. — Alain Clenet, founder of the Goleta (Calif.) company that built high-priced 1920s-style cars with Mercury mechanicals, said he is working with Cars and Concepts on an automotive project for an unnamed maker.

Meanwhile, an offer has been received for the shuttered Clenet Coachworks minus the plant. The firm's creditors statement is expected to be filed with U. S. Bankruptcy Court officials in Los Angeles in early February.

25 years for Puckett

Luther D. Puckett Sr., left, Luther Chevrolet, Pendleton, Ind., was presented recently with a 25-year dealer award by G. Neil Perkins, Indianapolis zone manager for Chevrolet. Puckett retired a few weeks before the presentation and the dealership is now Boles Chevrolet, headed by Willie F. Boles.

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1982	Percent Share of Market	Regis., Nov., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 11 months, 1982	Percent Share of Market	Regis., 11 months, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	111,113	16.40	100,493	16.37	+ 0.03	1,105,833	15.82	1,339,134	17.10	− 1.28
Ford	74,614	11.01	72,594	11.83	− 0.82	802,559	11.48	912,769	11.65	− 0.17
Oldsmobile	73,929	10.91	61,445	10.01	+ 0.90	698,664	10.00	769,586	9.82	+ 0.18
Buick	68,377	10.09	56,376	9.19	+ 0.90	641,419	9.18	663,662	8.47	+ 0.71
Pontiac	41,252	6.09	37,213	6.06	+ 0.03	414,225	5.92	511,997	6.54	− 0.62
Mercury	26,549	3.92	27,515	4.48	− 0.56	285,469	4.09	317,646	4.06	+ 0.03
Cadillac	24,240	3.57	20,614	3.36	+ 0.21	212,303	3.04	202,669	2.59	+ 0.45
Dodge	23,464	3.47	22,571	3.68	− 0.21	224,117	3.21	288,856	3.69	− 0.48
Plymouth	20,875	3.08	22,161	3.61	− 0.53	220,518	3.16	313,822	4.01	− 0.85
Chrysler	16,412	2.42	7,809	1.27	+ 1.15	154,051	2.20	81,766	1.04	+ 1.16
Lincoln	9,911	1.46	6,102	1.00	+ 0.46	76,827	1.10	56,028	0.71	+ 0.39
AMC	6,210	0.92	9,249	1.51	− 0.59	77,393	1.11	123,819	1.58	− 0.47
GENERAL MOTORS	318,911	47.06	276,141	44.99	+ 2.07	3,072,444	43.96	3,487,048	44.52	− 0.56
FORD MOTOR CO.	111,074	16.39	106,211	17.31	− 0.92	1,164,855	16.67	1,286,443	16.42	+ 0.25
CHRYSLER CORP.	60,751	8.97	53,541	8.56	+ 0.41	598,686	8.57	684,444	8.74	− 0.17
AMC	6,210	0.92	9,249	1.51	− 0.59	77,393	1.11	123,819	1.58	− 0.47
IMPORTS	180,558	26.64	169,227	27.57	− 0.93	2,073,193	29.66	2,247,398	28.70	+ 0.96
MISCELLANEOUS	135	0.02	371	0.06	− 0.04	2,318	0.03	3,247	0.04	− 0.01
TOTAL	677,639		613,740			6,988,889		7,832,399		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Are auto makers playing electronic games with EPA?

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — The EPA is getting a little jumpy over games that can be played with engine-control black boxes, namely knock sensors.

Games in the EPA park consist mainly of dodge ball with Uncle Sam throwing rules and regulations—overarm. Car makers bend and twist and put on a sometimes-startling exhibition of ability and footwork.

This is how the next game may be played:

Knock sensors are installed to retard spark when low-octane fuel causes an engine to ping or hammer.

If an engine were designed for regular low-lead fuel and no sensor, it would hammer and knock itself out of the marketplace. The EPA doesn't worry about such engines.

But if an engine is designed to run on premium fuel, unleaded, of course, and customers are not told of that need, Uncle Sam warms up with another rule or regulation.

Also, if an engine is designed to run on regular with a sensor, another rule may be needed.

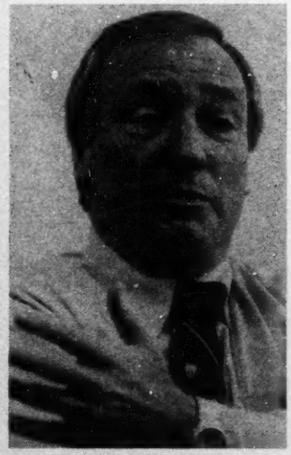
Such an engine would start to knock, the sensor would retard the spark and fuel economy would deteriorate.

The engine would pass EPA tests because of the agency's high-octane fuel. In customer hands, however, the sensor would function over a wide range, with serious degradation of mileage.

A car maker might go through such machinations to avoid telling customers of the need for high-priced premium.

Premium fuel averages around 96 octane and sometimes is hard to find. Regular is about 91 octane. A motorist conditioned to using premium could at times be forced to use low-octane. The black box would work overtime and fuel economy would be hurt.

The EPA told makers it will make sure sensors don't operate on 91-octane fuel by either design analysis or in a driving test.



Anderson on red ink

"We lost a lot of money in 1982; it will be a great deal worse than 1981 . . . ours was a very serious loss."

Sales and profits down; hopes high

Anderson discusses VW transition

By Al Fleming
Industry Editor

TROY, Mich.—He's known in the trade as a tough interview.

First, he doesn't give many of them.

Second, he doesn't like the limelight, much preferring the shadow role of behind-the-scenes operative.

Finally, he's a financial man—a bean counter — and everyone knows they're as tight-lipped as they are tight-fisted.

That makes interviewing Iain M. Anderson all the more intriguing, especially in an exclusive one-on-one session here at Volkswagen of America headquarters, where a whole lot of shaking's going on.

We hadn't gotten together with the VWoA executive vice president-finance and administration, and treasurer, since the heady days of 1979 when the company confidently predicted it would be operating profitably by the end of the 1980 model year — less than three years after its assembly plant in Westmoreland County, Pa., got under way — and selling 600,000 vehicles a year, good for 5 percent of the U. S. market, by 1985.

Now here it was, three years later, at the tail end of 1982, as we exchanged hellos and sat down at a conference table in his office on the penthouse floor of the modern building 20 miles north of downtown Detroit.

Anderson folded his arms, sat back and smiled. "I'm not sure why you want an interview," the 51-year-old executive said. "I'm just a surrogate mother around here."

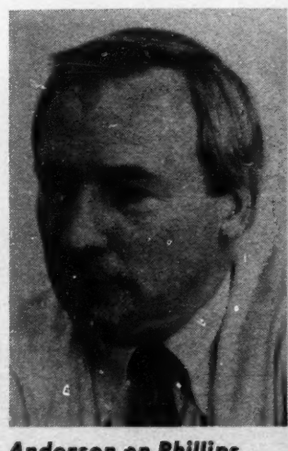
Surrogate? Well, maybe, but a very special one serving at a very special time — a time between shifts of power at VWoA.

James W. McLernon, ex-president and chief executive officer of the U. S. subsidiary of West Germany's giant Volkswagenwerk AG, had resigned under pressure last September.

His successor, Noel Phillips, had not yet arrived from South Africa, where he was winding up the chores of leaving his job as managing director of the McCarthy Group, an automotive distributor, and moving home and family to the Detroit area, where he would try to pick up the pieces of a VWoA battered by sales and profit losses. (Phillips has now taken over his new post.)

VWoA sales in 1982? How about just over 200,000 units and less than 3 percent of the U. S.

Continued on Page 22, Col. 3



Anderson on Phillips

"We all look forward very enthusiastically to his return . . . he cannot be strictly categorized as a marketing executive."